

The reporter of

July / 1955

• **Direct Mail**

A D V E R T I S I N G



Win A Free \$500 Ad in Esquire!

**Guess
which
mail
order
ad
sold
more...**



The Cold Weather Boots or the Luggage Leather Scuffs?

Here's a simple quiz for mail order experts. Three quick questions. And a free \$500 ad plus thousands of dollars in sales at stake.

Look over the two ads listed below. Both ran in Esquire. Both were eminently successful. Both advertisers repeated in Esquire.

Guess which ad sold more, how many dollars it produced in mail orders, and in twenty-five words tell us why you think it pulled better. Winner receives a free \$500 ad in Esquire.

A word to the wise. Keep your estimates high. Esquire pulls its head off on every conceivable mail order item from wrought iron furniture to gift-wrapped hams, wind indicators to antique arms. You name it, Esquire sells it.

Just cut out and fill in the coupon to the right and mail it to Talking Shop With Esquire at the address below. And while you're trying your luck in Esquire's mail order quiz, why not try for the jackpot with a test ad for your product in the next available issue of Esquire. For details phone or write:

**Norman Aronson, Mgr.
Talking Shop With Esquire
488 Madison Avenue
New York 22, New York
Plaza 9-3232**

Any person living within the Continental U.S. may enter this contest—except employees of Esquire, Inc., and their relatives; employees and relatives of those employed by the specific companies whose advertisements are featured and their advertising agencies. Contest subject to federal and state regulations.

**NORTH STAR
Clipper**

#0010 **\$14.95**

The New Cold Weather Boot
The gift that is different to keep his feet warm in coldest weather. Lined with genuine lamb's wool, heel to toe.

#0010 Like picture—uppers oil-tanned ski grain leather. Ribbed gumtread soles that grip like a snow tire. For the outdoor man and sportsman.

#0061 Black high-polish bootmaker leather uppers—leather soles.

#0062 Tan leather as above.

The last two high polished boots for the commuter, man in service, and all outdoor uniformed tradesmen.

Order by number in sizes 5-12. Specify shoe size. Send check or money order for \$14.95. No C.O.D.'s please.

CLIPPER CASUAL MANUFACTURING CO.
P.O. Box 228 — Lynn, Mass.

Advertisement A

pair **\$2.50**

Luggage Leather Scuffs
Anyone would love a pair of these Cowhide Leather Scuffs. They're so handy for home and travel. Men's sizes 6 to 12, in SUNTAN, WINE or NAVY. Women's sizes 4 to 9, in SUNTAN, RED, GREEN or BLUE.

BECKERS, 1314 F Street, N. W., Washington 4, D. C.

Send Men's Scuffs (Size _____)
Send Women's Scuffs (Size _____)
COLOR _____ SECOND COLOR _____
Check ☐ Money Order ☐ C.O.D. ☐
Add 20¢ for C.O.D.

Name _____
Address _____
City _____ Zone _____ State _____

Advertisement B

In 25 words or less complete the following statement.

I think Advertisement _____ (fill in A or B) pulled better because _____

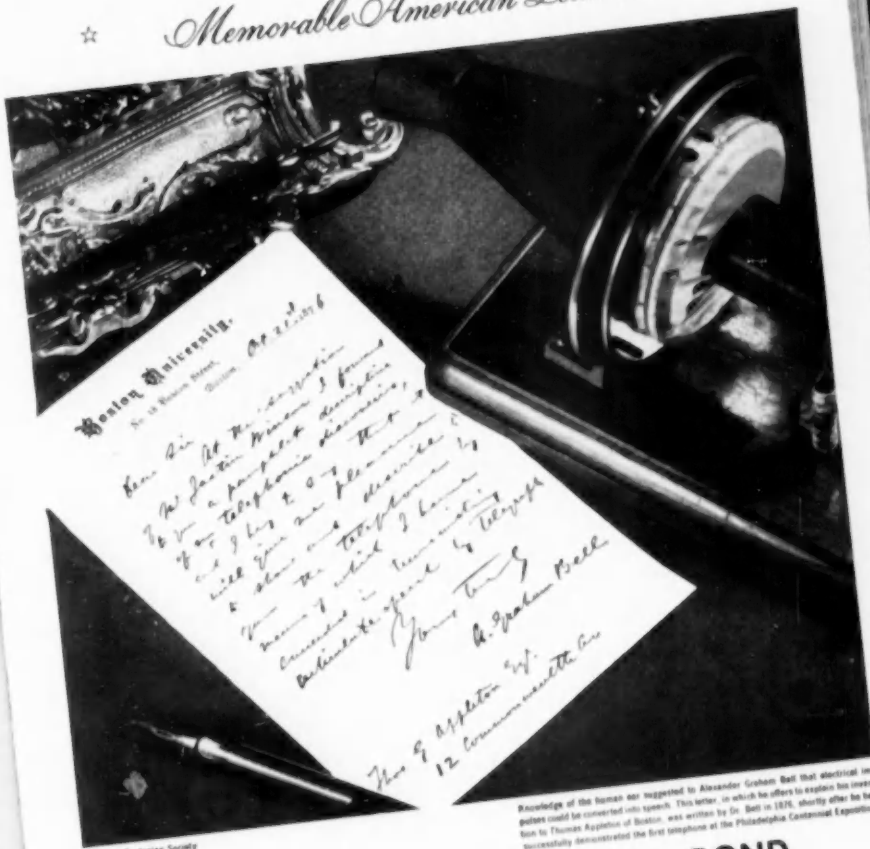
I estimate the ad I picked as the winner produced _____ dollars and _____ cents in sales.

I'd like to know more about Esquire's mail order successes.

Please send me documentary proof. I sell _____ Please send me your rate card and pertinent market data.

Have an advertising representative see me on _____ name _____
company _____
at _____ o'clock. address _____

☆ Memorable American Letters... ☆



Knowledge of the human ear suggested to Alexander Graham Bell that electrical impulses could be converted into speech. This letter, in which he offers to replace his invention by Thomas Edison's of Boston, was written by Dr. Bell in 1876, shortly after he had successfully demonstrated the first telephone at the Philadelphia Centennial Exposition.

Modern Businessmen Prefer MEAD BOND

Mead Bond well deserves its title "The Bond of American Business." For the business letters written on its crisp, clean surface are distinctive as only fine paper can make them. Genuinely watermarked for your protection, Mead Bond is made expressly for the businessman who demands the best in appearance

and performance. Your printer or lithographer—backed by leading paper merchants everywhere—recommends it as America's finest fiber-blended bond. Try it and you'll agree it is exactly the paper for your letterheads, invoices and other fine bond uses. Ask, too, about the other Mead Business Papers.

MEAD
papers

THE MEAD CORPORATION
"Paper Makers to America"

Sales Offices: The Mead Sales Company, 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta

This full-page advertisement has been seen by the readers of Time and of U.S. News & World Report

ADVERTISING THAT HELPS YOU SELL

Mead Papers mean business . . . for merchants, merchant-salesmen, printers, lithographers and advertisers. Making Mead Papers unforgettable in the minds of your customers—all who buy and specify paper products—is the job being done through our national advertising. Remember, Mead Papers mean business for you.



COVER STORY

Salute To: A Mail Lady

It's about time for a "cover girl." The men have been getting too much of the spotlight on *Reporter* covers. First "cover girl" was pictured in December, 1952 . . . May Vander Pyl of Detroit. Coincidentally, that very same issue carried a feature story about the next candidate for salute.

Those who attend direct mail conventions need no introduction to the smiling face . . . but for the uninitiated, her name is Virginia Parsons. This salute was brought about by the wonderful job Virginia did in organizing, promoting and conducting the first DMAA-sponsored Workshop for Fund Raisers. It was a howling success . . . resulting in an unexpectedly large registration, with many applicants turned away for lack of adequate facilities. Virginia's first effort will undoubtedly result in similar workshops in the future.

Virginia Parsons is one of those rare combinations of . . . a professional in medical circles, an expert salesman and money raiser, a statistical expert, an all-round executive organizer and an experienced and cagey direct mail production genius. As the December, 1952 story pointed out, nothing is left to chance in the fund raising activities of the New York Tuberculosis and Health Assn., 336 Fourth Ave., New York 16, N. Y., of which Virginia is the Director of Fund Raising. Her production plant is a *model* which is visited by hundreds of "experts" in search of ideas. Critics of fund raising would find little if anything to criticize in the setup. It's streamlined for efficiency and economy.

(Continued on page 6)

The reporter of Direct Mail ADVERTISING

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 18 Number 3

July, 1955

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Henry Hoke

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The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



"Offsetting" (ink from a freshly printed sheet smearing onto the back of the next sheet) is generally caused by two things

1. Improper inking conditions
2. Improperly sized paper

Both can be corrected. And all you have to do to prove that properly sized paper can make a whale of a difference is to try Eastern.

Eastern Papers are made by a modern method of *continuous sizing*. This means every sheet has just the right amount of sizing to "drink in" just the right amount of ink.

With the right ink and an Eastern Paper, engineered for your machine, every copy of every run will be clear, clean . . . and a showpiece of office duplication.

Available in cut sizes in Atlantic Mimeo Bond, Atlantic Bond and Atlantic Duplicator — all with a wide variety of attention compelling colors — and Atlantic Opaque in brilliant white.

Write or phone for sample packets or sheets for your mimeograph and other office duplicating equipment.



ATLANTIC BOND

Business PAPER

EASTERN



MADE BY EASTERN CORPORATION • BANGOR, MAINE

**"I guess I'm
Reply-O-Letters'
oldest
customer",**



says

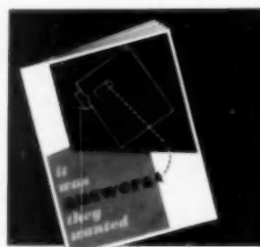
ALAN DEYOE,

Director of Circulation
POPULAR MECHANICS
MAGAZINE

"I've been doing business with Reply-O for a long time. Back in 1935 I first tested Reply-O for The Farmer, St. Paul — the last I knew it was still being used profitably there. At Farm Journal, here at POPULAR MECHANICS, and with several other publications, Reply-O has proved its worth and everywhere has done a good job for me.

"Not only is the product a good one, but the Reply-O people are helpful to us in planning our mailings. They come up with ideas, with lay-outs and with copy suggestions. We don't use them all, but I don't think they've ever made a recommendation that didn't have some merit to it. And that's saying a lot, considering that I've been a customer for almost twenty years."

**the
reply-o-letter**



**write for
FREE BOOKLET**

We invite tests of 5,000 or 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

THE REPLY-O PRODUCTS CO.
7 Central Park West
New York 23, N. Y.

Sales Offices: Boston • Chicago
Cleveland • Detroit • Toronto

(Continued from page 4)

So that all of you can know her better, we'll give you the highlights in the career of one of the most colorful women in advertising:

Virginia Parsons was born in Ferguson, Missouri (suburb of St. Louis) on August 13, 1908 (never conceals the birth date). Attended elementary and high school in Ferguson, although lived in University City during the last part of high school experience. Traveled every winter with mother either south or west to escape the bad winters.

She attended the University of Missouri for one year (1926-1927) and the Washington University School of Nursing, St. Louis (1927-1930) . . . receiving her R.N. Did public health nursing in industry for International Shoe Company. Duties included plant inspection for use of safety devices, health and hygiene instructions to young girls in the factories, some home visiting on industrial injuries cases. Became interested in Workmen's Compensation at this time and attended City College of Law five nights a week, completing one year of law. Later took night work in public health nursing at Washington University.

Worked as a visiting nurse with the Visiting Nurses Assn. and the City Health Dept. in St. Louis during height of depression. Most of the work centered on the North River Front where conditions were sad and depressing during this economic slump.

In 1936, Virginia moved to Dallas, Texas, to be near a married sister and brother-in-law. Worked as school nurse for Board of Education in Dallas for one year, then to Dallas Red Cross as Director of Home Nursing in Junior Red Cross to organize Adult Education classes and coordinate a teaching program in the Junior High Schools with the Home Economic Departments.

She completed a B.A. course at Texas State College for Women in 1941. Then to Galveston as the executive secretary of the Anti-Tuberculosis Assn. In 1943, to United States Public Health Service as an associate in Health Education doing a community organization job with local Health Departments over eight southeastern states.

In 1944, Virginia left the south and moved on to the National Tuberculosis Assn. as an associate in program development and field consultant work through the entire United

States. 1947 saw her as executive secretary of the New Haven Tuberculosis and Health Assn. 1948 brought her to her present spot as director of fund raising, New York Tuberculosis and Health Assn. Still not satisfied with her "lack of education" she earned an M.A. degree from New York University in 1951.

With all this striving for learning . . . through nursing, health services, bachelor and master degrees in arts, plus law . . . it's hard to understand how Virginia became so thoroughly saturated in direct mail. When questioned, she'll tell you that: Her first experience in fund raising was acquired during the period at Red Cross in Dallas where staff members always assisted in preparation of the Roll Call which was conducted by volunteers. The Galveston TB Assn. gave her the first inkling of the fascination of direct mail. And during the period on the National TB staff she had to reorganize the Christmas Seal Sale in Chattanooga, Tenn., and assist in a reorganization at Detroit, Mich.

Once she got "the bug" for direct mail, she just naturally tackled the problem of learning *all about it* . . . just as she had tackled other unrelated subjects (including the solving of practically unsolvable mathematical tricks and puzzles).

And like all active, successful and too-busy people, Virginia finds spare time to devote to circle-widening. She's an active member of American Assn. of University Women, a Fellow of the American Public Health Assn., a member of Kappa Delta Pi, Assn. of Fund Raising Directors, New York Hundred Million Club and the New York Advertising Club.

Her activities within and contributions to the Direct Mail Advertising Assn. have been previously noted and are well known.

Next time you meet Virginia Parsons at a convention or almost any place . . . join with us in this salute. She deserves it.

NEXT MONTH IN THE REPORTER . . .

we'll have a complete report on one of the best direct mail meetings of the year — Direct Mail Day In Chicago, held on May 27th at the Palmer House. Speeches, atmosphere, attendance, luncheon and the entire program were outstanding. Watch for the Chicago Report next month . . . it will give you the highlights of an exciting day, and contains three major speeches you won't want to miss reading.



THERE are three outstanding reasons you can count on Hammermill Cover to "get them inside".

FIRST it has striking appearance. Hammermill Cover comes in 11 attention-getting colors, plus a sparkling clear white. Colors were scientifically selected to complement inks. Hammermill Cover's high bulk for weight results in a rich, substantial feel. And you have a selection of four pleasing finishes: Antique, Ripple, Brushmark and Morocco.

THEN THERE'S its superior printability. Hammermill Cover's uniformly resilient printing surface takes letterpress or offset printing well in all finishes. And it prints rapidly, improves the appearance of line cuts, solids, ornaments, type. Antique and Ripple finishes are exceptionally like-sided for "work and turn" printing.

FINALLY, there's Hammermill Cover's rugged durability. Made from strong, blended fibers, its sturdy construction shrugs off tough use. Yet, it's pliable, takes folding and creasing easily, without cracking.

You can obtain business printing on Hammermill papers wherever you see the Guild shield on a printer's window. See your printer soon. Meanwhile, let us send you the Kit of Cover Designs, with ideas for your future printing jobs. Write on your business letterhead to Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.



...yet **HAMMERMILL** costs no more
COVER

BY THE MAKERS OF HAMMERMILL BOND

UNSURPASSED FOR: CATALOGS • BOOKLETS • MENUS • PRICE LISTS • FOLDERS • BROADSIDES • MANUALS



when the job is LARGE
call **LEMARGE!**



SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge . . . the finest mechanically equipped mailing service in the Middle West producing all types of jobs at low cost.

Lemarge . . . a battery of modern automatic inserting machines turning out over half a million pieces a day.

Lemarge . . . specializing in speedy premium handling and mailing and low cost typewriter addressing.



Write or phone
for details!

the **LEMARGE** company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030

Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **AT LAST** . . . somebody had the nerve to do it! The June issue of the house magazine **Time Out**, which is created and published by The Reuben H. Donnelley Corp. for B. F. Goodrich dealers is . . . printed backward. It is dedicated "to that great group who habitually read from back to front." That is, the cover of Volume 3, Number 2, is on the back cover. The index, on the inside back cover. The first feature story is on the opposite page. Interesting treatment. If you would like a copy for your idea file, write to G. B. McCollum, vice president, Direct Mail Division, The Reuben H. Donnelley Corp., 350 E. 22nd St., Chicago 16, Ill.



□ **FOR THE FIFTH YEAR IN A ROW**, Freedom Foundation's Distinguished Service Scroll was presented to Milton M. Gair of Gair's (men's furnishings), 110 Orange St., Redlands, Calif. As **Reporter** readers will remember, Milt has made a national reputation due to his singlehanded goodwill promotion and merchandising of democracy and the maker's brand name system. His use of newspaper advertising, coupled with intensive direct mail, has worked fabulously. We are glad to see him get continued recognition.



□ **AFTER MANY YEARS**, we are getting a chance at the Direct Mail Advertising Assn. convention to meet Bill Woodard, Postmaster at North Chicago, Ill. He is the fellow who is one of the first crusaders for a public relations division in the Post Office . . . with an aggressive plan for sales training and a promotion of profitable services. Bill's efforts finally resulted in the program now being conducted so successfully by the National Assn. of Postmasters with the joint cooperation of Harry

Porter's DMAA committee. This reporter has corresponded with Bill for many years but we have never met personally. Bill will be one of the consultants at the Postal Table in the Circles of Information session at the DMAA convention on September 14. He wants to do a good job, so if you want to, bring along samples of mail for postal analysis as to classification and rate. Bill will do his best to supply you with the right answers. Be sure to get acquainted with him.



□ **LEROY W. THOMPSON**, of Sears, Roebuck and Co., Philadelphia, was elected president of The Philadelphia Direct Mail Club. The retiring president, Robert Adams, advertising manager of Provident Mutual Life Insurance Co., handed over the gavel to the new president at the club's monthly



luncheon meeting on Wednesday, June 8th. Roy and Mrs. Thompson were in England, ending a six-week vacation touring Europe by automobile, when notified of his election. He has been employed by Sears, Roebuck and Co. for 30 years and at present is manager of direct mail advertising for the Philadelphia Mail Order Plant.

arthur martin karl

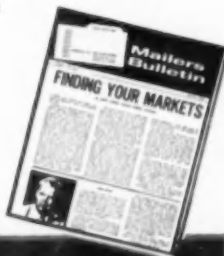
names unlimited, inc. 352 fourth avenue,
new york 10, n.y.
murray hill 6-2454



unlimited
unlimited
unlimited
unlimited
unlimited

[illegible]

If you would like
to receive our
MAILERS BULLETIN
drop us a note on
your letterhead.





".. Bunn Tying Machines help move as much as 1/4 million pieces of mail a day"

says Edward Leahy, Sec'y-Treas.,
BUCKLEY-DEMENT

"Direct mail campaigns must go out on time," says Mr. Leahy of Buckley-Dement Advertising Corp., Chicago, world famous direct mail house, "but without Bunn Machines it would be impossible to hold our tight schedules. Their tying speed keeps pace with even the fastest automatic inserting and metering machines."

Bunn Machine operation is simple: place stack of envelopes on machine and step on treadle. In less than 1 1/2 seconds, stack is securely wrapped and tied with slip-proof, tamper-proof knot, fully approved by Postmasters.

Bunn Machines adjust automatically to any size or shape . . . use right amount of twine every time . . . with proper, uniform tension.

BUNN

B. H. BUNN Co., Dept. RD-75
7605 Vincennes Ave.
Chicago 20, Ill.

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



MAIL THIS COUPON NOW

B. H. Bunn Co., RD-75

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Short Notes CONTINUED

BANDWAGON DEPT.: Our Quiz of The Month in the June Reporter pictured Allen Hollander during his recent trip to England . . . and we speculated whether he'd bring back some new "Glimmick" ideas from abroad. Instead, we see that the label manufacturer has leaped on the bandwagon to



ride herd on America's hottest merchandising craze. The Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y., tossed their coonskin hat in the ring last month by starting production on these bearskin-on-white merchandising labels for novelties and promotion campaigns.

SAND & SPRAY is the name of a new external h.m. expounding the pleasures of Chalfonte-Haddon Hall, Atlantic City, N. J. boardwalk hotel. Produced by Gray & Rogers, advertising agency, 12 S. 12th, Philadelphia 7, Pa., the publication is devoted to events of the coming season, trends in travel, and other Atlantic City resort news. It'll be mailed quarterly to a list of 200,000 previous Chalfonte-Haddon Hall guests. The first issue mailed last month (Summer, 1955) was a beautiful two-color four-pager filled with pictures and short newsy items.

THE DEAN OF GADGETEERS, Abe Mitchell of 111 W. Jackson Blvd., Chicago 4, Ill., has sold his letter gadget business to the Hewig Co., 45 W. 45th St., New York 36, N. Y. After 20 years of promoting the use of and furnishing gadgets for direct mail . . . Abe will take things a little easier but he will continue his premium and adver-

tising novelty business. Abe tells us that he is also thinking of launching a new enterprise which concerns conversational pieces . . . that is, novel items which the salesman can leave with prospects or dealers who will want to demonstrate the novelty to their friends. Abe should be perfect in this venture because he is a past master in the magical arts. Good luck to all concerned!

BILL FEATHER has come up with a good idea for people with small lists and who want to get out a house magazine in the simplest and least expensive form. Almost everyone knows of the famous house magazines created throughout the years by Bill Feather. We have just seen samples of some of the new type magazines being produced for smaller companies. It is a simple wraparound idea with a standardized or syndicated editorial content in Bill's own unique style. The individual participant simply has a personalized wraparound cover stitched onto the editorial folio. You can get samples by writing to: William Feather, The William Feather Co., 812 Huron Road, Cleveland 15, Ohio.

JIM MOSELY was busier and happier than usual during June . . . enthused about celebrating the 20th anniversary of the start of Mosely Mail Order List Service, Inc., 38 Newbury St., Boston 16, Mass. Jim has done a



lot for the list brokerage business and for direct mail in general. In the March, 1955, issue we reported on the testimonial dinner given to Jim by many of his friends in Boston. Hope there will be another 20 successful years!

ANIMATED DIRECT MAIL: The principle of that "Mummy In The Coffin" trick sold in novelty and gadget stores has been adapted to direct mail. Henry L. Crowley & Co., Inc., 1 Central Ave., West Orange, N. J., is now producing a volume direct mail format called "Crowmag". . . using the principle of attracting and repelling magnets to produce animated pieces. The "Crowmag" piece shown here was produced by Crowley for DuMont Television to dramatize to parts dealers that easy-fitting DuMont tubes make TV servicing a snap, while make-



shift tubes are hard to fit into conventional sets. When the wafer reading "DuMont Twin-Screen Picture Tube" is brought near the card, an attracting magnet makes it jump into position in the screen area. But the other wafer labeled "Schmo Picture Tube" is forced aside by a repelling magnet. Like the "Mummy In The Coffin" trick, other adaptations of "Crowmag" can animate pieces so they will suspend in mid-air over other elements, etc. Write to Crowley for full information and prices.



IF YOU HAVE A LARGE VOLUME of inquiries to tabulate, you might be interested in Vary-Tally, a device for fast counting. This rapid counter can help you count inquiries by city, state or region, sex, industry, title or other classifications. It comes in any of 66 combinations . . . up to 6 banks high and 12 units high. Write to Veeder-Root, Inc., Hartford 2, Conn., for prices.



90 YEARS OF PRINTING GROWTH . . . are chronicled in the beautifully-done 1955 Annual Report of The New York Employing Printers Assn. NYEPA reflects the tremendous growth of the printing industry since 1865 when The Typothetae of the City of New York was organized with 42 members, no staff, no headquarters, few

TENSION RELIEVERS



"No use Doc. Nobody or nothing can see through a Tension 'Artlined' Envelope!"

It's no secret where to look for top quality envelopes and speedy service! Write or call

TENSION ENVELOPE CORPORATION

NEW YORK 36, N. Y. • 522 Fifth Avenue
ST. LOUIS 10, MO. • 5001 Southwest Ave.
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue
KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Roadside

DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully Indorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED
106 N. STATE STREET
HOWELL, MICHIGAN

BOOKLETS THAT BECKON

Distinctive literature with that come-hither appeal that impels, tells, sells. Request Fitzjohn book—on your letterhead.

"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

FUND RAISERS . . .

Our job is to help you secure more and larger contributions to your cause—just like we've helped other organizations for more than 30 years.



Drop me a line and I'll tell you how I might assist you attain this desirable goal.

WILLIAM M. PROFT ASSOCIATES

27 WASHINGTON PLACE • EAST ORANGE, N. J.

LOOK BELOW

THANK YOU FOR LOOKING

Say friend—Did you ever go down to the track and bet on the bang-tails? I mean squander your loot on the Gee-gees, hazard a wager on the equine species, lay a fin on the nags?

Well it doesn't matter if you are a betting man or not you will get a kick out of the "MAGIC RACE."

I had a couple of thousand made up (heck—they only run a couple of cents each in quantity) and I'll be glad to send you a couple of samples. They make a terrific Direct Mail enclosure or hand-away.

No charge or obligation for the samples—just drop a note to:

Franklin C. Wertheim
DIRECT MAIL CONSULTANT

179-15 Jamaica Avenue
JAMAICA 32, N. Y.

The Man With The 'Modest Fees'

it's a snap

If you do your addressing with Carbo-Snap! A typewriter, a typist and Carbo-Snap will give you up to 6 addresses with 1 typing for your mailing pieces. Send for free samples.

Penny Label Company

9-13 Murray St., New York 7, N. Y.

There's only
One
**DICKIE-
RAYMOND**

**DIRECT ADVERTISING
and
SALES PROMOTION**

for 34 Years

*Planning
Writing
Production*



470 ATLANTIC AVENUE
BOSTON

225 PARK AVENUE
NEW YORK

109 CHURCH STREET
NEW HAVEN

**Mailing List
Compilations**

- **Accurate**
- **Current**
- **Prompt Delivery**
- **2000 Typists
at your service**

ALLISON MAILING LISTS INC.

400 Madison Avenue, N. Y. 17, N. Y.

MURRAY HILL 8-6500

Short Notes
CONTINUED

services and only sporadic meetings. Today, NYEPA has 842 member firms scattered throughout Greater New York, Long Island, Rockland and Westchester counties, as well as in eight counties of northern New Jersey. Taking an active part in printing industry projects, 519 top executives served on 72 committees last year . . . holding some 349 conferences at NYEPA's busy headquarters at 461 8th Ave., New York 1, N. Y. This headquarters mailed 561,696 pieces of correspondence and handled 90,682 outgoing phone calls, 80,943 incoming. Testimony of a gigantic industry being served well by an important, big organization.



□ **SAD NEWS FROM BOSTON:** Andrew D'Eramo, general manager of O.M.S. Mail Advertising, 221 Columbus Ave., Boston 16, Mass., and a director of the Mail Advertising Service Assn., lost his son, Dickie, on May 17, 1955. At least, he is presumed to be lost. Dickie and a friend of his were out boating. The Coast Guard located the overturned boat but not the bodies. Some of you may want to write to Andy.



□ **BOOKLETS AND BROCHURES** are thoroughly described in an excellent 55-page text published by Howard Smith Paper Mills Ltd., 407 McGill St., Montreal, Canada. Written and designed by director of advertising art and typography Stan Engel, the book is titled **Planning The Production of Booklets and Brochures**. Illustrated by Ed McNally, it gives a lot of sound and helpful ideas on everything from type selection to binding. With a superior printing job by Federated Press Ltd., Montreal, the book itself is a fine example of the techniques Mr. Engel talks about. You can get a copy by writing to advertising manager Neil B. Powder at Howard Smith.



□ **THINGS ARE BOOMING IN THE SOUTH** for Atlanta Envelope Co., Atlanta, Ga. While expanding their parent plant in Atlanta by 10,000 ft., the firm acquired the Schutt Envelope Manufacturing Co. of Miami, Fla. The new company will operate as separate

unit to handle distribution of AECO products in the south Florida area. With another manufacturing division operating in Nashville, Tenn., Atlanta Envelope Co. is now the largest envelope manufacturing chain in the south.



□ **UNITED AIR LINES**, 5959 S. Cicero Ave., Chicago 38, Ill., mailed freight prospects a small model of their DC-7 Mainliner attached to a tag reminding them that United Mainliners carry 8,000 pounds of cargo, coast-to-coast in less than eight hours. The small plane was boxed with a teaser label reading "WT. 8000 LBS."



□ **THERE WILL BE GLAMOUR** at the annual Printing Industry of America convention in Atlantic City, October 15 to 20 . . . especially when the Benjamin Franklin statuettes are presented to the winners in the fourth annual



contest for the best printer's self advertising. The statuettes, in the contest sponsored by Miller Printing Machinery Co., will be presented by Peggy Wood, popular star on television's **I Remember Mama**. "Mama" is no stranger to the printing industry. In real life her husband, William H. Walling, is this year's president of PIA and chairman of the board and partner in the New York printing firm of Rogers, Kellogg, Stillson, Inc.



□ **LAST YEAR** we printed an item that New England Envelope Co. had compiled a simple fact sheet of envelope specifications for users of inserting machines. The response was so great (requests received from England,

France and India) that the envelope company elaborated on the specifications . . . planning a booklet to cover the latest envelope selection information. It's now off the press . . . and is **must reading** for users of automatic equipment. Titled **How To Get The Most Out Of Automatic Mailing Equipment By Proper Envelope Selection**, the 18-page booklet offers hundreds of mailing production hints. You can get a copy by writing to New England Envelope Co. at 237 Chandler St. Worcester 9, Mass.



□ **ANY DISCUSSION OF COLOR** in direct mail advertising is bound to stir up argument. But if you want to read a very simple and understandable discussion of human reactions and motivations to color, you will get it in a booklet by the well-known Faber Birren, titled **Color, Paper and People**. It was written for and is distributed by the Whiteford Paper Co., 420 Lexington Ave., New York 17, N. Y. Get it for your idea file.



□ **THE CANADIAN DIRECT MAIL LEADERS CONTEST**, sponsored by Provincial Paper Ltd., has been broadened this year with three significant rule changes. Briefly, they are: 1) Entries don't have to be produced entirely of Canadian materials, but they still must be created, designed by Canadian talent and produced within Canada; 2) A blotter campaign award for four or more pieces has been added to the classification; 3) Another classification has been added for internal and external magazines printed in three or more colors. Awards will, as usual, be given to single catalogs, brochures, booklets, broadsides, folders and calendars. Closing date for entries is Sept. 15. Write to Provincial Paper at 388 University Ave., Toronto 2, Ont., for complete rules and entry blank.



□ **ARGUMENTS ABOUT THE POST OFFICE** are exciting . . . up in Canada. The legislative system is different from the USA. Whenever the problems of any department are up for debate the Minister (Cabinet officer) or his acting assistant must be present in the House of Commons to answer questions . . . particularly from the opposi-

art
striping
layout
design
typography
printing
sketches
our prescription....

good remedy for your sick mailing is a smartly styled envelope. We can show you how to increase your returns by just a simple remedy, use color. If you use color wisely you can increase your returns considerably. Our Art Department can show you how to do it. We have been designing "Personalized" envelopes for years and we know what we are doing. For your next mailing use color and compare your returns over last year's mailing. Think it over, then think of Cupples for smartly styled colored envelopes.

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York
TRiangle 5-6285

Offices in Boston, Washington & Philadelphia

SPEED OFFICE MAIL

— cut
labor
costs!



Write for
the new **CORBIN**
MAIL ROOM and COLLATING
CATALOG



CORBIN Mail Room and Collating Equipment reduces work motions, ends congestion, handles larger quantities of mail in less time. Used in the majority of U. S. Post Offices, and in leading firms, universities and institutions. It's the answer to your need for fast, efficient mail handling!



Size and capacity to
meet your requirements



CORBIN Vee'd Products Division,
(Dept. RD)
The American Hardware Corporation
Hornell, N. Y.

Send illustrated literature and prices on
Corbin Mail Room and Collating Equip-
ment and related products.

NAME
FIRM
CITY ZONE
STATE

Short Notes CONTINUED

tion party. We enjoyed reading the House of Commons proceedings for May 26 and 27. They were sent by our friend Bill Hamilton, formerly general manager of the Advertising and Sales Executives Club, Montreal, and now a Member of Parliament. Of particular interest were the acrimonious debates on the mailing of unordered merchandise or subscriptions. A number of prominent USA publications were condemned for the practice. (Better watch out on this. Don't bill Canadians for unordered merchandise . . . or try to collect. Trouble is brewing.) Another subject of intensive debate (led by Bill Hamilton) . . . the problem of postal thefts. Maybe we here in the USA would know more about the Post Office if the Canadian system was followed . . . having the Cabinet officer present in House or Senate when postal matters are debated. Sure is revealing.

DON'T FORGET THAT your own Congressman has a powerful influence in Washington and will take action on anything which concerns a constituent. For instance, if any of you get in trouble with the Post Office over some regulation which you think is unfair and you can't get satisfaction from your local Post Office or the Department . . . write to your Congressman. We have just seen a file of correspondence between a **Reporter** reader and his Congressman. Very illuminating. Some local postmaster tried to stop a particular format which had been used for many years by the mailer. The Congressman managed to get a quick reversal of the restraining order.

OFF THE RECORD: Pratt Institute, 255 Ryerson St., Brooklyn 5, N. Y. used a novel approach to persuade 20,000 alumni to contribute to Pratt's Development Fund. Institute president Dr. Francis H. Horn recorded an "off the record" report on the position of the school, urging alumni to contribute to the fund. The report was produced on 78 rpm records by RCA Victor Custom Record Div. and mailed with reply envelopes announcing: "Get On The

Record . . . We don't want to needle you, but Pratt Institute is counting on your help." The mailing should bring some good results.

BILL TOWNE, who sold his agency, W. L. Towne Advertising, to his son, Bob, several years ago, has established his own advertising counseling service at 25 Second St., Stamford, Conn. He will continue to serve his own personal clients in the Hartford, Boston and Troy areas. Good luck to an old rusader for better industrial direct mail advertising!

A MESSAGE FROM ENGLAND tells us that Orville (Bus) Reed was a terrific hit when he talked at the British Direct Mail Advertising Assn. luncheon on May 18. Kay Murphy of Lingua-phone, program chairman, reports that



it was one of the finest talks they have ever heard. She added: "It was a thrilled audience that applauded and though we have not the custom here of giving a standing ovation, the length and warmth of the applause was the equivalent of just that."

A LOT OF GOOD MATERIAL on direct mail is contained in the June, 1955 issue of **The Advertiser's Digest**, 415 N. Dearborn St., Chicago 10, Ill. Editor S. A. Waterman devoted 16 pages of the magazine to condensed articles titled: "Direct Mail: Its Use and Effect" by Robert Stone, "The Direct Mail Armory" from **Envelope Economics**, "Direct Mail Copy and Reader Reaction" by Norman Focht, "Building a Mailing List" by Edward N. Mayer, Jr., "What's An Inquiry Worth?" by

(Continued on page 42)

THE REPORTER OF DIRECT MAIL ADVERTISING

SEN-BAK*

*patent applied for



A great many of our early orders are test mailings--these tests are now proving SEN-BAK's superiority. We encourage and welcome your test.

Every day more and more users are finding that there is a difference, and that difference can be summed up in one word . . . RESULTS!

Satisfied buyers, new customers, reorder after reorder, means . . . SEN-BAK has been accepted.

If you're interested in better direct mail results . . . write us today on your business letterhead requesting the G.O.S. sales kit that includes layout forms, samples and many testimonials.

CREATION AND PLANNING PRODUCTIVE DIRECT MAIL

June 17th, 1955

Dear Mr. Meyer,

Although Sen-Bak is comparatively new, I know you've put it to work for a good many clients. My guess is you've had a hat-full of fine result reports, but perhaps I can go one step further.

During recent months I've used Sen-Bak three times . . . twice for clients and once for a project of my own. On all three occasions champagne corks were popping and there was dancing in the streets.

The two client mailings weren't tests. They were rolled-up-sleeves, all-out pitches. They brought in royal results. The one you did for me was on a high priced item that's tough to sell by mail. In this case we made a three-way test. Sen-Bak was one of the three. And here's what happened...

Test A	19 orders
Test B	12 orders
Sen-Bak	96 orders!!!

But I want to go one step further.

I've been handling direct mail for about 25 years. I've done business with a phone book full of printers and mailing houses. For attention to detail, neatness and dependability you fellows need the list.

For your grand new product . . . for your delightful cooperation . . . my deepest, heartiest thanks.

Cordially,
Ferd Nauheim
Ferd Nauheim

Mr. Gratian Meyer
General Office Service, Inc.
527 Sixth Street, N. W.
Washington 1, D. C.

FN:jk

WOODWARD BUILDING WASHINGTON 5, D.C. REPUBLIC 7-2424



GENERAL OFFICE SERVICE • INC

527 SIXTH STREET • N W • WASHINGTON 1 • D C

A REPORT ON THE FUND RAISERS WORKSHOP

175 fund raisers meet in New York for DMAA's first
organized Workshop devoted to fund raising methods

Reporter's Note: The first Fund Raisers Workshop was held on April 18, 1955, at the Roosevelt Hotel in New York. We've delayed reporting until we could get all the pieces together. The material here is presented as the combined ideas of a number of participants including THE REPORTER staff. We are including details of the program so that ideas can be used for similar affairs in other localities. The names are particularly important because all did a fine job and could form the nucleus for other programs.

DIRECT MAIL forms an essential and indispensable function in many operations of charitable, educational, philanthropic, and religious organizations, which look to the public for financial support of their programs and services. Every person whose name is listed in a telephone book, city directory, voter's list, — sooner or later is approached with appeal letters; at times, several in the same mail. A sizeable portion of the business of many list brokers is the rental of contributors lists. Printers and lettershops all over the country are engaged in processing mail appeals. Quite a number of large national organizations even have made the local postmaster their collecting agent. It is anybody's guess how many fund raising letters are dispatched annually. The number must add up to many hundreds of millions.

Fund raising is the most conspicuous part of the use of the mails by philanthropic organizations. It certainly is not the only one. Many groups who obtain support primarily by personal solicitation, bequests, and large donations from wealthy individuals, must use direct mail extensively to enlist volunteer solicitors, maintain their morale and coopera-

tion, call meetings, publicize their aims, and for other necessary functions such as mass distribution of annual reports and financial statements.

Many active members of the DMAA serve on local boards and committees of philanthropic organizations and their advice is always in demand. The actual membership of professional fund raisers in the DMAA is small, but vocal.

At the 1954 convention in Boston, following a round table discussion on fund raising, a group of leaders met with Jess Roberts, Chairman of the DMAA Ethics Committee, recommending among other things, that the DMAA provide a workshop for fund raisers similar to workshops in the circulation and book fields. The suggestion was accepted by the DMAA board and John Plank, General Chairman of the New York City Workshops, invited Virginia Parsons, Director of Fund Raising of the New York Tuberculosis and Health Association, Inc., to accept the chairmanship of the first Fund Raiser's Workshop.

A committee was set up consisting of: Lt. Col. G. Blair Abrams of the Salvation Army, Arthur T. Burger of Boys' Club of Boston, Robert N. Cox of The National Society for Crippled Children and Adults, Philip Houtz of the National Jewish Hospital at Denver, Mrs. Stella Koenig formerly of Henry St. Settlement, J. Louis Meyer of The Official Catholic Directory, William Moore of the American Heart Association, William Proft of Proft Associates, and Joseph Russakoff of Vanguard Advertising Agency. This committee

met three times. There was no past experience to guide the pioneering venture.

One of the major problems was the building of the prospect list. It was evident that attendance had to be culled from outside the usual direct mail crowd. Would these fund raisers come, was the question that no one was able to answer. Some old-timers thought they would stay away in droves. Finally, a list was compiled . . . 1300 names gleaned from directories and contacts of committee members. A total of 1300 names were circularized, producing 200 requests for reservations of which 25 had to be refused because of lack of space. Considering the admission fee of \$12.50 for the day, including lunch, the response surprised everybody. A 12% return on a mailing is pretty good by any standard of direct mail. The original mailing was a simple mimeographed teaser announcing the workshop and urging that the day be marked on the calendar, and saved. It gave no other information but the names of the committee members. The second mailing carried the program and the names of the moderators.

The program was developed after exhaustive study and many discussions. It is printed here in full to help chairmen in other areas.

TABLE NO. ONE:

"HOW TO SECURE, USE, CLEAN AND MAINTAIN LISTS". Chairman—Clarence Kehoe, Director of Christmas Seal Sale Div., National Tuberculosis Association (formerly, Mr. Kehoe was state supervisor for Illinois Division of Vocational Rehabilitation, and special agent for the FBI).

Emily Klinkhart, American Foundation for

the Blind (who, after 15 years, expanded mailing lists and funds 100%).
James Mosely, President, Mosely Mail Order List Service, Inc., Boston, Massachusetts.

TABLE NO. TWO:

"HOW TO USE THE MAILS—HOW TO GET THE BEST RESULTS": Chairman—Ferd Nauheim, Washington, D. C. (for several years Ferd has been Direct Mail Chairman of his local Heart Fund, Cancer Fund, TB Christmas Seal Drive, Washington Home for Foundlings, Salvation Army, Community Chest, Planned Parenthood, and many more).

Edward N. Mayer, Jr., President of James Gray, Inc., and winner of the Miles Kimball Gold Medal Award for outstanding service in the direct mail advertising field.

John J. Patafio, President, Ambassador Letter Service Company, (who specializes in top quality personalized direct mail).

Hugh J. Degnan, Superintendent of Classifications — and other representatives of the New York Post Office Department.

Rev. Bede Friedrich, S.D.S., Director of the Student Apostolate Office, Blackwood, N. J. Rev. Friedrich has developed a national office for the expansion of Mother of the Savior Seminary, similar to the mail fund raising office he created and, for 32 years, directed, at St. Nazainz, Wisconsin.

TABLE NO. THREE:

"HOW TO PICK YOUR COPY APPEAL & PLAN YOUR LETTER": Chairman—Charles V. Morris, Assistant to the President, Henry Lindenmeyr & Sons Company, Long Island. (Author of "Living Letters" and winner of "All America" awards for wartime Red Cross fund raising letter campaign).

William Baring-Gould, Circulation Promotion Manager, Life Mag.

Robert Conway, Vice President of John Price Jones Company, Inc. (Formerly a special agent in military intelligence; established central office of development and helped assist initial undertakings of that office involving special emphasis in annual fund raising for Columbia University. Vice President of Staten Island Hospital Association, etc.).

Erwin Jerome Ade, Fund Raising and Public Relations Director, National Fund for Medical Education, New York. Mr. Ade is also Executive Secretary of Committee on American Industry, and formerly directed campaigns for Planned Parenthood, and American Heart Association.

TABLE NO. FOUR:

"COSTS AND HOW TO MAKE A DEEP CUT": Half day session, held in the morning. Chairman—Dr. Arthur Dome, Business Manager of the YMCA. Earl Cummings, Comptroller of Community Service Society.

TABLE NO. FIVE:

"HOW TO DEVELOP SPECIAL GIFTS, BEQUESTS, ANNUITIES, AND ENDOWMENTS": Chairman — Lt. Col. G. Blair Abrams, Secretary, Legacy, Annuity and Legal Department of the Salvation Army, Eastern Territory.

Dr. Rosencrantz, Presbyterian Church Council, New York.
Alex W. Burger, Director of Fund Raising for New York Chapter of American Red Cross.

TABLE NO. SIX:

"HOW AND WHEN TO USE SPACE ADVERTISING": Chairman—Joseph Russakoff, President, Vanguard Advertising Agency, who has been in advertising and writing for 27 years.

Edward T. Wertheim, President, E. Taylor Wertheim Advertising Agency, New York, who for 19 years has specialized in fund raising and charitable organization accounts.

Note: Space Advertising session was held in the afternoon, only, after lunch.



The DMAA Steering Committee for the First Fund Raisers Workshop (seated, left to right): Stella Koenig, formerly of Henry Street Settlement; Virginia Parsons, N. Y. Tuberculosis & Health Assn. (chairman); and William Proft, William Proft Associates . . . (standing, left to right): William Moore, American Heart Assn.; Philip Houtz, National Jewish Hospital at Denver; Robert N. Cox, National Society for Crippled Children; Arthur T. Burger, Boys' Club of Boston; Joseph Russakoff, Vanguard Advertising Agency; and J. Louis Meyer, Official Catholic Directory. John Plank of Harvey Famous Comics, who is general chairman of DMAA's New York Workshop, was absent when the photo was taken.

"HOW WE DID IT" . . . Chairman—Philip Houtz, Executive Director of National Jewish Hospital at Denver, Colorado. William Moore, Jr., Director of Fund Raising at American Heart Association (formerly director of fund raising at N. Y. State Committee on TB and Public Health —and Special assistant to the Commissioner of Hospitals, New York.)

Lloyd Wood, Business Manager of National Wildlife Federation, Washington, D. C. Elmer E. Frederick, Manager of Direct Mail Lists and Circular Promotions, Doubleday & Company, Inc.

Margaret Fellows, Supervisor of Public Relations and Fund Raising Children's Aid Society, New York, who, along with Stella Koenig, co-authored the book "How to Raise Funds by Mail."

At 8 a.m., on the morning of April 18th, the moderators assembled for coffee and a briefing on the day's plans. Door prizes were drawn at 9:07. By 9:10, the workshop was underway in the small Ballroom and

the Vanderbilt Suite, Roosevelt Hotel.

Naturally, with an attendance of 172 persons, including moderators and committee, distributed over seven tables, a management problem was presented. By and large, the group circulated well, being reminded to change tables every forty five minutes by the sound of a postman's whistle.

A highlight of the session was an able talk delivered at luncheon by Ed Mayer, whose speech appears on page 19.

Among the discoveries which came as a revelation to many participants was the amount of help and services

ethical list brokers can render. Three follow-ups were recommended. An interesting disclosure revealed that space advertising and mail order techniques are applicable to the promotion of annuity sales by several of the foremost charitable organizations.

Suppliers of mechanized lettershop equipment, tabulating machines and accounting machines have found a fertile field for the sale of automatic equipment to large mailers because they are vitally concerned with reduction of costs and increased efficiency. The copy table produced a challenge, "If you want an eight dollar contribution, you should write a four page letter." The shibboleth of short letters came in for severe criticism. The trend of present day appeal letter writing is toward the longer letter which gives the reader



ANOTHER GOOD RENEWAL SERIES

For the past several years, we have been talking about the wonderful and unusual renewal letters or notices created by Les Anderson, alumni director, Alumni Association, University of Oregon, Eugene, Oregon, and we are privileged to show you two of the five pieces in this year's series. Les more or less standardizes on a 6"x7" size. All are processed in black and white which we cannot show here. Headings or slogans and signature usually appear in red. \$2 above was solid red background with lettering in reverse white. \$4, headed "Frankly... we're stuck!" is difficult to illustrate since the sheet, when folded in half was stuck together on the edges with gum cement and the instructions on both sides of the outside flap was "To open, grasp both sides of paper here and pull hard," (thereby separating the cement).

Fund Raisers Workshop

sufficient background and motivation. The success of the workshop proved many things:

First . . . fund raisers are willing to meet together and exchange experience. The notion that they are secretive about their methods, that they would not reveal any one of their successful techniques, has been thoroughly disproved. An explanation for this attitude may be found in the highly competitive nature of the struggle for the charity dollar. As an illustration take the case of the Tuberculosis Christmas Seal which until very recently held a virtual monopoly in this field. Last year, 254 organizations used a seal sale as a method of fund raising.

Second . . . fund raisers are cognizant of the help to be gained from experienced people in the whole gamut of direct mail.

Third . . . fund raisers are in dire need of an organization to provide a clearing house for information, standards of ethics and a common meeting ground. This presents a challenge to the DMAA for integration of the fund raisers group in its organizational structure. ●

GOOD TIDINGS

There are 162,922,000 Americans who are not members of the Communist Party.

Some 37,011,400 couples in the U. S. will stay more or less happily married during the year.

The Internal Revenue Department will find that 43,846,154 income tax returns for the year '54 will be filed correctly.

Approximately 33,293,000 children will sit at dinner tables every evening and remind parents that they really are learning something at school.

Most of the time, 15,720,000 organized workers are not on strike.

There are 83 countries in the world that have not discovered the secret of the hydrogen bomb.

From *Changing Times*, as quoted in *The Toastmaster*, official publication of Toastmasters International, Inc., Santa Ana, Calif., June 1955 issue.

TESTING . . .

Fact or Fancy?

by Edward N. Mayer, Jr.,
President, James Gray, Inc.

For many years I have paraded up and down this country, discussing the "Seven Cardinal Principles of Direct Mail." Now I find that the seventh principle is wrong!

That, as you may remember, is—"Test every mailing you make."

It's wrong because not only can't you test every mailing you make, but furthermore, and much more important, it is a sinful waste of money if you do. And —

There are four almost obvious reasons why you shouldn't test all of your mailings:

- 1) *You shouldn't test unimportant things and minor details.*
- 2) *The timing of your tests may make your final mailing results completely impossible to judge.*
- 3) *The overall size of your mailing market may be such that you cannot possibly test legitimately without using the entire list.*
- 4) *The great majority of direct mail neither asks for, nor expects either an order or an inquiry.*

M. P. Brown, one of the real mail order "greats" has, in one short paragraph, given the whole picture of why unimportant things are not worth testing. He says: "If the success of a mail order operation is dependent upon testing the little things like underscoring key phrases, such an operation is built upon sand."

Mr. Brown didn't go quite far enough; not only does underscoring have very little effect on the success or failure of a well planned mailing—but other things like tilting a postage stamp; changing the color of print-

ing or the size of type; using a coated or an uncoated sheet of paper; or a small or a large envelope—cannot possibly, except in instances almost too few to mention, effect the ultimate success of your mailing.

It is obviously true that changing some of these minor details may increase or decrease the number of your returns; but it is just as true that if they do change your return significantly, something's gone haywire and there is something completely confusing with the offer you are making; the copy you have written or the list you have used.

The second fundamental weakness with a lot of testing is in timing.

Tests made in July should in theory be valid for October mailings but there are many things that can change in three short months—business conditions can change; competition can change; local conditions or national ones beyond your con-

trol can change too; and finally, even the mailing list you used for your test, may, as it has in some cases, go completely to pot!

Today, the post office has picked up somewhat in its delivery schedules. But, where a few years back it was possible to chart your returns after a few days of a mailing, it now takes anywhere from a month to a month and a half. And by the same token, mailings that usually ran their course in 60 days now are still active in 90.

It requires little to explain why either a small mailing market or direct mail that does not ask for orders or inquiries cannot be tested efficiently. It must be quite apparent that in these two cases though testing will prove nothing, *careful depth research may get you off one track and on to another and more correct one.*



Reporter's Note: Edward N. Mayer, Jr., former DMAA president and president of James Gray, Inc., 216 E. 45th St., New York 17, N. Y., has been barnstorming around the country for years . . . making talks on direct mail. He made one of the best of his career at the luncheon in the Roosevelt Hotel during the Fund Raisers Workshop chairmanned by "cover girl" Virginia Parsons. Ed and this reporter have argued for years over the debatable question of testing . . . because there are so many people using direct mail, especially in the industrial and fund raising fields, who simply cannot test every mailing. They must rely on hunches or past experiences. So . . . we are more than glad to pass along Ed's masterful presentation on the fallacies and facts of testing. It is printed without a blue pencil stroke of editing. Most of it applies to nearly every kind of business activity and it's worth keeping for future re-reading.

Just about this time you may be saying: "If all this is true about testing—what do I do?"

The answer is a very simple one. There are now, there always have been, and there always will be — three important facets of a mailing that must be tested. The first is the offer; the second is the copy itself; and the third is the mailing list.

In many cases, particularly in fund raising, where in theory there is no offer, there are only two things to be tested; and on the other hand, where a product is being sold to a specific industry, it may be totally unnecessary to test mailing lists.

Please note that no matter what you are using the mails for, at some point you must test the copy that you are using.

I could talk for hours about testing of offers, copy and list; but I would rather go into another aspect of the testing picture.

It strikes me that direct mail has just about grown up! Every other advertising medium boasts of a wealth of background knowledge, while too often the direct mail practitioner apologizes for the lack of similar knowledge.

I believe we in direct mail, over a period of more than a quarter of a century have built up a fund of accurate testing knowledge that is available and should be used in planning any mailing. To my mind, direct mail success is built on a very simple formula: I picture the success as based upon 40% common sense; 40% business sense and 20% technique.

Obviously, you all have common sense. And just as obviously, you must have business sense, or if you prefer — call it knowledge of your business and the problems you must solve; which leaves the 20% technique to be gathered from the libraries, and the books, and the studies that have been made about direct mail.

Here, very briefly, are those things that come close to being gospel about direct mail. Study the available case histories, read the approved direct mail books, look over the successful campaigns, and with but few exceptions, these are the techniques that almost always work out!

The Perfect Mailing Package: The perfect mailing package is al-

most unanimously accepted today to be one that is mailed in an envelope and contains a letter, a circular, an order blank or inquiry form and a reply envelope. When you are asking for an inquiry, and it's not of a personal nature, a reply card may be substituted for the form and envelope. Obviously, the reply envelope or card must be addressed and must be stamped or be of the business-reply variety.

Tests have been made of all kinds of packages, and almost invariably the one listed above comes out on top. But not always. *If your product or service is well known to the public you will generally find that you can eliminate the circular without cutting your returns. We have never seen a test though that proved conclusively that you could eliminate the letter and still get as much business from a circular used separately.*

Multigraph, Lithograph or Printed Letters: Shrewd advertisers have been trying to find out for years whether a multigraphed, lithographed or printed letter brings in the most business. The results have varied all over the lot. We've never seen any conclusive proof that one kind was better than any other. In the great majority of cases there will be so little difference in the final results that your choice of process will be unimportant.

Filled-in Letters: If you're going to have your letters filled in, be sure that you get as close to a perfect match as is humanly possible. A sloppy, careless fill-in will always do you more harm than good. Nevertheless, if you can get good clean letters that at first glance look pretty much like personal ones, you will almost always (no matter what you are selling) increase the number of your returns. *If it is only the number of replies you're after, and you don't care about the cost per inquiry or sale, use fill-ins; but if the cost is important (as it usually is), the personalization just won't work out.* If, however, you have a high-priced product or a personal or confidential service to sell, you can well afford the additional cost of filling-in.

Automatic Typewritten Letters: Filled-in letters, when pitted against automatic typewritten ones, come off second best. But here again the cost factor enters the picture. Automatic

typewritten letters, which actually look just like personally typewritten ones, cost considerably more than practically any other kind. In addition, they can only be mailed under first-class postage. If you want replies to your offer, the automatic typewriter is your wonder machine. The higher the price of the product or service you are selling, the more likely it is that you can afford this really personal letter.

Process Letters: A process letter is a step above the multigraph and one below the automatic typewriter. Once you prove that filling-in is for you, it's almost certain that the process letter is your dish. (Process letters are sold under many trade names and are produced on flatbed presses). Test after test proves that the process letter, looking more like a personal one than those run on a multigraph, will do a better job without increasing selling costs. Other tests prove just as conclusively that strictly on a cost per order or inquiry basis they run ahead of automatic typewritten letters.

Executive Type Letters: The letter set in type to match the I.B.M. executive typewriter appears in every test to run considerably ahead of those set in ordinary type. The average increase from the use of carefully personalized I.B.M. letters has never been less than 8% and often runs over 30%. The cost is usually greater than process letters but less than automatically typed ones.

The Second Color: The use of a second color both in letters and circulars pays out. However, the second color in the circular seems a surer bet than in the letter for the upper-crust products or services. In the mass appeal offers there are very, very few instances where a one-color job was better in either case than one printed in two colors. We don't remember more than three cases where a two-color circular didn't get more business—and at a lower cost—than a one-color job. Products that have sight appeal do well when the circular is printed in four colors, but two colors are about all any letter will stand.

Two-Color Reply Cards: There is one case in direct mail advertising when the second color doesn't pay

off. Just because two-color letters and circulars are good, don't go off and print your reply cards in two colors. But again, there's a pattern you can follow. Much testing has been done to find out whether one color is better than any other. Although pink may win one day and green or brown or blue or even yellow the next, *reply cards printed on colored paper in a color of ink that is not the same as that used in either letter or circular will do a better job than two-color or single matching color pieces.*

Airmail Reply Envelopes and Cards: Airmail business reply envelopes and cards have been tested against the ordinary kind by most large advertisers. Whenever there's a time element in the offer, they pay out. But where no time element exists, and results are checked carefully after the life of the offer has run its course, air mail envelopes and cards do not make enough difference to talk about.

Two-Page Letters: During the years of paper shortages most two-page letters were printed on two sides of the same sheet of paper. Advertisers found that they got more business when they followed patriotic dictates and saved paper. Since then the picture has changed and now it seems that if you can hold the attention of the reader down to the bottom of the first page, it won't make any difference whether he has to turn the page or pick up another one. There is, however, the same old price line of demarcation. If your product is fairly expensive or your service quite personal, use separate sheets. If however, you're selling in the mass market field, use one sheet and print on both sides.

Order Or Inquiry Form As Part Of Letter: Making your order or inquiry form part of your letter, circular or mailing piece will reduce the number of replies you receive. A separate form has increased business as little as 12% and as much as 430%. We know of no single case where a perforated form that had to be torn out of a letter or circular compared favorably with the separate contrasting form. Even the statement, "Just initial this letter and return it to us in the enclosed envelope," does not do as well as a spec-

ial and separate form. Another pattern has appeared in these tests. Whenever it's been tested, the enclosure of two order or inquiry forms brings in more replies than the enclosure of only one. The use of both a separate and an attached form will invariably get you more replies than either one used alone.

Enclosures: A circular or a folder is a better enclosure for your mailing than a booklet. Booklets are in most cases not nearly as effective as the less dignified but more commercial, and thus more action compelling, circular. Even if you are forced to omit some of your material, use the simpler form. Booklets, even when they have done as well as circulars or folders, have delayed the orders or inquiries received. Booklets seem to kill all the immediacy of an offer, and results trickle in for an extremely long period of time. Remember, however, that we're talking about booklets of a selling or descriptive nature. We're not talking about catalogs that actually list and picture the products or services being sold.

Sales For Cash: When you really have something to sell by mail and want to decide in advance whether to make your offer a cash-with-order, C.O.D., or Shipment on Open Account, the tests that have been made give you a definite and categorical answer. Open account selling brings in far more business than either of the other methods. *Percentages vary, but if you figure cash-with-order as one order, C.O.D. shipments will usually result in between 1 1/4 and 1 3/4 orders, and open account may vary all the way from 2 to 5.* Very few legitimate advisers lose money when they take the credit risk, but they do have to set up a collection system, and not all people pay promptly, although the great majority do pay. You'll get more business if you sell on open account, but some of your profits will disappear for collections, and by the same token C.O.D.'s cost more to handle than cash with order.

Handwritten Postscripts: Handwritten postscripts at the end of a sales letter increase the number of replies. A re-statement of the headline, an admonition to act now or any one of a dozen different kinds

of appeal, written in the same handwriting as the signature on the letter, increases results.

Postage: Testing the kind of postage to use on a mailing has been going on almost since the day Ben Franklin became the first Postmaster General of this country. Lots of things have been determined, and again a pattern has emerged. By and large, third-class mail is a better bet if you're interested in your cost per inquiry or sale. But if you just want replies and the devil with the cost, first class and/or air mail should be your choice. In method of stamping, a 3-cent stamp will generally do a better job than a meter imprint on mail addressed to homes. New issues of commemorative stamps test better than other kinds of first class mail, but they rarely win out on a cost basis against 1 1/2-cent mailings. Finally, if it's speed you're interested in to the exclusion of all other factors, air mail or first class should be your selection. ●

DIRECT MAIL

DETECTIVE STORY

An interesting case developed on Long Island recently. A home in Levittown, N. Y., was burglarized and the thief got away with about \$700 in cash and \$2,300 in government bonds.

The thief thought he had a fool-proof system for getting the bonds cashed. He bought a very cheap second hand car with part of the stolen money and registered it in the name of the person who owned the bonds. With the owner's certificate as identification and with the remaining stolen cash, he opened a checking account in a bank at another fairly distant Long Island village. He made no withdrawals but made several additional deposits in the next week or ten days.

After this build-up, he appeared at the bank to cash the bonds posing as the rightful owner from Levittown. But he was immediately arrested. How did it happen? The bank had installed a direct mail goodwill system and after the account had been started the president wrote the usual welcome letter to the new depositor. It, of course, went to the fellow in Levittown and he turned it over to the police. From there on it was easy.

MAILING

JULY: AUG: SEPT: OCT: NOV: DEC:

MAIL ORDER NAMES—MEN

No. 15—Direct Selling Agents—200,000 \$12.50 M
No. 36—Speech Book Buyers—35,000 15.00 M
No. 41—Auto Accessory Buyers—200,000 15.00 M
No. 67—Lawn Product Inquiries—300,000 13.00 M
No. 68—Lawn Product Buyers—2 Million 12.50 M
No. 77—Farm Seed Buyers—17,500 16.00 M

SPECIAL LIST RECOMMENDATIONS

Send us your mailing pieces along with a brief resume of your plans and/or past experience with mailings. We will be glad to make "screened" list recommendations for your personal consideration. Try us—it will save you time.

No. 133—Outdoor Sports Mag. Subs—600,000 15.00 M
No. 141—Hunting & Fishing Supplies—30,000 15.00 M
No. 143—Workshop Tool Inq.—600 M 12.50 M
No. 144—Workshop Tool Buyers—80,000 15.00 M
No. 178—Personal & Business Gift Buyers—12 M 17.00 M
No. 195—Bar Accessories, etc.—152,000 15.00 M
No. 199—Big Men Clothing Inq.—55,000 15.00 M
No. 201—Girlie Novelties—140,000 Buyers 15.00 M
No. 221—Farm Sawmill Equip.—30,000 15.00 M
No. 225—Hobby Project Buyers—200,000 15.00 M
No. 231—Hunters & Fishermen—400,000 15.00 M
No. 234—Executive Mail Buyers—110,000 15.00 M
No. 239—Barber Shop Mail Buyers—50,000 15.00 M
No. 248—Self Help Book Buyers—58,000 15.00 M
No. 251—Sports Mail Order Buyers—60,000 15.00 M
No. 324—Fishing Method In.—150 M 13.50 M
No. 327—Saw & Mower Sharpening Inq.—111,000 12.50 M
No. 349—Pep Tablet Buyers—74,000 15.00 M
No. 381—Male Hormone Buyers—40,000 15.00 M
No. 385—Glandular Tablets—164,000 15.00 M
No. 386—Glanex Male Hormone Buyers—21,000 13.50 M
No. 399 TV Test Equip. Buyers—25,000 17.50 M
No. 437—Sewing Axl Buyers—105,000 13.50 M
No. 447—Auto Repair Book Buyers—105,000 15.00 M
No. 452—TV Owners Guide Book Buyers—330,000 15.00 M
No. 454—Mystery Mag. Expires—15,000 15.00 M
No. 501—Pipe & Tobacco Buyers—82,000 15.00 M
No. 503—Agent Opportunity Inq.—45,000 15.00 M
No. 504—Hunting & Fishing Equip. Buyers—330M 15.00 M
No. 505—Special Men Buyer List—84,000 15.00 M
No. 507—Elevator Shoe Buyers—42,000 15.00 M

MAIL ORDER NAMES—WOMEN

No. 1—Household Premium Buyers—1,000,000 \$12.50 M
No. 8—Household Gadget Buyers—153M 15.00 M
No. 9—Maternity App. Buyers—150 M 13.50 M
No. 11—Imported Gift Buyers—130,000 15.00 M
No. 17A—Baby Premium Buyers—600,000 13.50 M
No. 17B—Baby Prod. Ad Response Names—450 M 13.50 M
No. 25—Button & Lace Buyers—94,000 12.50 M
No. 26—Sewing Labels—155,000 Buyers 15.00 M
No. 27—Button Assort. Buyers—200 M 10.00 M
No. 35—Hot Iron Transfer Buyers—50,000 12.50 M
No. 46—Reducing Gadget Buyers—245M 12.50 M
No. 48—Watches & Silverware Inq.—250,000 12.50 M

MAIL ORDER NAMES—WOMEN (Cont'd.)

No. 79—Ribbons & Lace Buyers—89,000 12.00 M
No. 91—Art Needlework & Yarns—210,000 15.00 M
No. 122—Rose Bush Buyers—386,000 12.50 M
No. 156—Textile Painting Supplies—54,000 15.00 M
No. 162—Draperies & Rug Buyers—210,000 12.50 M
No. 166—Stewardess Trainees—30,000 15.00 M
No. 167—Birth Announcement Buyers—201,000 12.50 M
No. 173—Needlework Catalog Customers—310 M 15.00 M
No. 198—House Plant Buyers—77,000 15.00 M
No. 213—Knitting Kit Buyers—85,000 15.00 M
No. 216—Greeting Card Buyers—150,000 \$15.00 M
No. 217—Lingerie Water Buyers—25,000 15.00 M
No. 218—Baby Feeding Table Buyers—200,000 15.00 M
No. 230—Flower Magazine Subs.—30 M 10.00 M
No. 249—Make Money at Home Book Buyers—64,000 15.00 M

HANDCRAFTERS—HOMEMAKERS!

No. 4—The **WORKBASKET** Needlework and Homemaker Magazine offers their tremendous women audience to Direct Mail Advertisers! 1,500,000 current subscribers and 4,000,000 expires back to 49! Addressed from stencils at \$12.50 per thousand.

No. 250—Mail Order Apparel—3,000,000 12.00 M
No. 253—Baby Product Buyers—1,215,000 12.50 M
No. 260—Low Cost Women's Apparel—250,000 15.00 M
No. 265—Kitchen Towel Buyers—340,000 12.50 M
No. 266—Household Prod. Buyers—135 M 12.50 M
No. 338—Hope Chest Inquiries—10,000 17.50 M
No. 380—Nurses Uniform Buyers—66,000 15.00 M
No. 407—Wives of Executives—200,000 15.00 M
No. 409—Bookkeeping & Tax Course Inq.—14,000 12.50 M
No. 411—Baby Products Buyers—250,000 13.50 M
No. 415—Silver's Prem. Buyers—220 M 13.50 M
No. 421—Lipstick Buyers—100,000 13.50 M
No. 422—Used Clothing Buyers—165,000 13.50 M
No. 423—Fash. Accessory Buyers—146 M 12.50 M
No. 424—High Fashion Shoes—72,000 13.50 M
No. 425—Scarf Set Buyers—210,000 13.50 M
No. 428—Home Sewer's Set—Buyer—145,000 13.50 M
No. 431—Buyers of Housewares—200,000 13.50 M
No. 433—Recipe Cookbook Buyers—1,500,000 13.50 M
No. 434—Inquiries on "How to Make Money at Home by Sewing—30,000 13.50 M

MAIL ORDER NAMES—MEN & WOMEN

No. 6—Hobby Magazine Subs. 150,000 \$15.00 M
No. 7—Mailbox Marker Buyers—125,000 15.00 M
No. 12—Active A&M Insurance Policyholders—200,000 15.00 M
No. 21—Mail Fm. Applicants—317 M 12.50 M
No. 69—Wearing Apparel Catalog Customers—700,000 12.50 M
No. 88—Prayers & "Faith" Book—291,000 14.50 M
No. 153—Metaphysical Publications—62,000 13.75 M
No. 214—Bible Society Courses—11,000 12.50 M
No. 220—Teen-age Girl Magazine Expires—100,000 15.00 M
No. 252—Seed Buyers—200,000 13.75 M
No. 290—Fishing Lure Buyers—100,000 13.50 M
No. 292—Arthritis Treatment Inquiries—200,000 15.00 M
No. 317—Personal Health Product Buyers—100,000 15.00 M

MAIL ORDER NAMES—MEN & WOMEN (Cont'd.)

No. 318—Denture Serv. by Mail—150 M \$13.50 M
No. 330—James & Jellies—47,000 15.00 M
No. 331—Dutch Food Specialties—25,000 17.50 M
No. 340—"How To" Book Buyers—43,000 15.00 M
No. 355—Plant Foods (Fertilizer)—335,000 15.00 M
No. 356—Parakeet Buyers—40,000 12.50 M
No. 361—Occult Book Buyers—45,000 15.00 M
No. 362—Hypnotism Book Buyers—60,000 15.00 M
No. 366—Children's Fun Mag.—25 M 15.00 M
No. 377—Aluminum Prefab Greenhouses—25,000 18.00 M
No. 379—Metaphysical Courses—10,000 15.00 M
No. 390—Dog World Mag. Subs.—30,000 18.00 M
No. 391—Jewish Weekly Subs.—130 M 17.50 M
No. 442—Asthma Sufferers Inq.—40,000 18.00 M
No. 444—Home Piano Course Buyers—100,000 15.00 M
No. 446—TV Wave Trap Buyers—120,000 15.00 M
No. 453—Nursery Stock Buyers—100,000 15.00 M
No. 525—Citrus Fruit Pkgs.—65,000 Buyers 15.00 M
No. 528—Sporting Goods Buyers—185,000 15.00 M

SPECIAL LISTS

No. 17—Compiled Birth Names—4,000,000 \$12.50 M
No. 15—Men Women, 60 to 85—5,500,000 15.00 M
No. 151—Mail Buyers, 60 to 85—200,000 15.00 M
No. 197—Retired People—150,000 15.00 M
No. 215—Farm Implement Pros.—17 M 18.00 M
No. 241—Credit Card Holders—15,000 13.50 M

COMPLETE MAILINGS PLANNED

Mail from The Heart of America, Inc., Kansas City! We can offer you the finest lithography and printing at prices that make friends with any budget. Complete mailing facilities available. Ask us for detailed information... send samples.

No. 259—Korean Veterans—350,000 15.00 M
No. 280—Trailer Club Members—60,000 15.00 M
No. 281—Swimming Pool Owners—6,700 15.00 M
No. 359—Bonafide Farmer Names—450,000 15.00 M
No. 360—High Income Farmers—70,000 15.00 M
No. 382—Cattle Equipment Buyers—66,000 12.50 M
No. 383—Registered Cattle Mag. Subs.—25,000 15.00 M
No. 393—Ag. Bus. Service Pros.—51 M 15.00 M
No. 394—Western Ranch Owners—59,000 15.00 M
No. 395 Farm Owners—380,000 15.00 M
No. 200—Men-Women w/Farm Interests—50,000 17.00 M
No. 90—Ag. Letter Service Expires—18,000 18.00 M
No. 97—Child Life Subs—315,000 12.50 M
No. 220—American Girl Expires—300,000 15.00 M
No. 233—Subs & Expires Childs' Mag.—287,000 15.00 M
No. 534—Engaged Couples—150,000 20.00 M
No. 535—Officers of College Alumni—224,000 20.00 M
No. 538—Grange Members & Officers—225,000 18.00 M
No. 540—Recent Inductees—200,000 18.00 M
No. 542—Mothers of Children 1 to 12—440,000 17.00 M
No. 543—Country Agents & Demonstrators—15,000 15.00 M
No. 546—Members Golf & Country Clubs—150,000 20.00 M
No. 547—Filling Stations & Garages—200,000 15.00 M
No. 554—Attorneys—175,000 \$15.00 M

O. H. ROSKAM, Adv. Ph. Harrison 6469

LISTS



Write TODAY for specific list information. Tell us literally thousands of good lists available.

O. H. Raskin
P.S. Ask for quotations on mailing services.

JAN. FEB. MAR. APR. MAY. JUNE.

SPECIAL LISTS (Cont'd.)

- No. 555—Passenger Car Owners—5,000,000 20.00 M ☐
- No. 556—Boys, 8 to 15—250,000 17.50 M ☐
- No. 557—Brides—2,000,000 annually 20.00 M ☐
- No. 558—Buyers Office Equip.—150,000 20.00 M ☐
- No. 550—Canadian Occupation List—2,000,000 Write ☐
- No. 560—Charge Account Customers—4,000,000 20.00 M ☐
- No. 562—Chiropractors—15,300 17.50 M ☐
- No. 563—Churches by Denomination—100,000 15.00 M ☐
- No. 564—Engineers—Classified by Type—175,000 18.50 M ☐
- No. 565—Wealthy Farmers—100,000 17.50 M ☐
- No. 566—Homes in Town under 10,000 100,000 17.50 M ☐
- No. 567—Home Owner List—2,000,000 18.50 M ☐
- No. 568—Housewives—Urban & Rural—12,000,000 15.00 M ☐
- No. 569—Trained Nurses—150,000 15.00 M ☐
- No. 570—Opportunity Seekers—500,000 15.00 M ☐
- No. 571—Physicians—129,000 17.50 M ☐
- No. 572—Protestant Contributors—100,000 20.00 M ☐
- No. 573—Sight Women—21,000 17.50 M ☐
- No. 574—Veterans—All Services—300,000 15.00 M ☐
- No. 575—Wealthy Individuals—125,000 20.00 M ☐
- No. 576—"Who's Who" List 70,000 20.00 M ☐
- No. 577—Accountants, CPA—23,000 20.00 M ☐
- No. 578—Accountants, Public—45,000 20.00 M ☐
- No. 581—Beer Retailers—320,000 15.00 M ☐
- No. 582—Bldg. & Gen. Contractors—165,000 17.50 M ☐
- No. 583—Butchers & Meat Markets—155,000 15.00 M ☐
- No. 585—Career Women, Upper Income—85,000 20.00 M ☐
- No. 586—Carpenters—110,000 20.00 M ☐
- No. 587—Cement Workers—18,000 20.00 M ☐
- No. 588—Chamber of Commerce Members—210,000 20.00 M ☐
- No. 591—Commercial Stationers—12,500 20.00 M ☐
- No. 592—Dog Owners—Western States—350,000 20.00 M ☐

TOP FARM OPERATOR MAIL ORDER LIST

No. 90—Agriculture Business Letter Service
Subscription Expires. A select list of business/farmers. Total of 18,000 recent expires available or one-time use. Addressed to your materials—\$18.00 M.

- No. 594—Farmers & Ranchers—2,000,000 15.00 M ☐
- No. 595—Farmers & Ranchers Wives—300,000 20.00 M ☐
- No. 597—Labor Union Members—800,000 15.00 M ☐
- No. 598—Christian Businessmen—2,000 18.50 M ☐
- No. 599—Bible Camps Conferences—200 Total 15.00 * ☐
- No. 600—Evangelical Laymen—30,000 15.00 M ☐
- No. 601—Evangelical Ministers—30,000 \$15.00 M ☐
- No. 602—Retail Drug Stores—51,768 12.50 M ☐
- No. 603—Independent Grocery Stores—65,000 12.50 M ☐
- No. 604—Independent Supermarkets—9,287 25.00 M ☐
- No. 606—Auto Truck Fleet Owners—110,000 25.00 M ☐
- No. 607—Bulb Grow'n's N'sym'n—14 M 20.00 M ☐
- No. 608—Dentists—80,000 15.00 M ☐
- No. 609—All Grocers—Retail—275,000 15.00 M ☐
- No. 610—Hardware—Retail—45,000 15.00 M ☐
- No. 616—Agriculture Implement Dealers—20,000 17.00 M ☐
- No. 619—Chain Stores & Name of Mide. Mgr.—15,000 17.50 M ☐

BUSINESS LISTS

- No. 71—Industrial Brush Buyers—37,000 \$13.50 M ☐
- No. 170—Chiropractors, Osteopaths—22 M 15.00 M ☐
- No. 172—Cement Contractors, Masons—90,000 15.00 M ☐
- No. 196—Ownership & Management—640,000 20.00 M ☐
- No. 202—Rated Industrial Buyers—100,000 15.00 M ☐
- No. 219—Mining, Mfg. Plants—37,000 15.00 M ☐
- No. 237—New Car Dealers—35,000 10.00 M ☐
- No. 237—Buyers Adv. Novelties—5 M 15.00 M ☐
- No. 296—Financial Service Prospects—30,000 15.00 M ☐
- No. 456—Financial Investment Clients—22,000 17.50 M ☐
- No. 631—Purchasing Agents—20,000 15.00 M ☐
- No. 632—Public Utility Officials—41,000 16.00 M ☐
- No. 633—Building Contractors—175,000 15.00 M ☐
- No. 634—Physicians—170,000 15.00 M ☐
- No. 635—Medical Specialists—21,000 15.00 M ☐
- No. 636—Dentists, Assoc. Mem.—80 M 15.00 M ☐
- No. 637—Chiropractors—19,000 15.00 M ☐
- No. 638—Opticians—45,000 15.00 M ☐
- No. 639—Optometrists—27,000 15.00 M ☐
- No. 641—Chiropractors, Healers—6,500 15.00 M ☐
- No. 642—Registered Nurses—360,000 15.00 M ☐
- No. 643—Hospital Personnel—32,000 18.00 M ☐
- No. 644—Hospitals "Who's Who"—22,000 15.00 M ☐
- No. 645—Public Health Assoc. Members—10,000 15.00 M ☐
- No. 646—Prominent Scientists—14,000 18.00 M ☐
- No. 650—Corp. Officers, Directors—780,000 18.00 M ☐
- No. 651—Independent Druggists—62,000 15.00 M ☐
- No. 652—Engineers, 10 kinds—90,000 15.00 M ☐
- No. 653—Small Town General Stores—64,000 15.00 M ☐
- No. 654—Millionaires—10,000 18.00 M ☐
- No. 655—Bank Directors, Personnel—250,000 15.00 M ☐
- No. 656—Manufacturers' Agents—18,000 15.00 M ☐
- No. 658—Railroad Officials—11,000 15.00 M ☐
- No. 660—United States Exporters—5,000 15.00 M ☐
- No. 661—Auto Accessory Wholesalers—12,000 15.00 M ☐
- No. 662—Stock & Bond Brokers—11,000 15.00 M ☐
- No. 663—Small Town Investors—470,000 15.00 M ☐
- No. 664—Realtors—280,000 15.00 M ☐
- No. 667—Nation-wide Lawyers—180,000 15.00 M ☐
- No. 668—Patent Attorneys—16,000 15.00 M ☐
- No. 669—Retail Merchants by Type—750,000 15.00 M ☐
- No. 670—Retail Jewelers—112,000 15.00 M ☐
- No. 671—Garages—50,000 15.00 M ☐

LOW COST, MIDWEST MAIL SERVICE!

Complete mailing services, from addressing to delivery, are available in the middle of the country—for reaching both coasts promptly. Send samples for bids on printing, inserting and mailing... save costs and save headaches.

- No. 672—Fraternal Order Members—350,000 20.00 M ☐
- No. 673—Newspapers & Periodicals—23,000 15.00 M ☐
- No. 674—Agricultural Implement Dealers—25,000 20.00 M ☐
- No. 675—Interior Decorators—7,000 \$20.00 M ☐
- No. 676—Upholsterers—12,000 20.00 M ☐
- No. 677—Meat Markets—135,000 15.00 M ☐
- No. 678—Filling Stations—175,000 15.00 M ☐
- No. 679—Editors Wkly Newsp.—12 M 20.00 M ☐
- No. 680—Bricklayers—25,000 20.00 M ☐
- No. 681—Appliance Dealers—35,000 20.00 M ☐

BUSINESS LISTS (Cont'd.)

- No. 682—Motels, Countrywide—24,000 15.00 M ☐
- No. 684—Fac. Workers-Skilled—775 M 15.00 M ☐
- No. 686—Dairies & Creameries—24,000 20.00 M ☐
- No. 691—Paint Dealers—18,000 20.00 M ☐
- No. 693—Veterans Group Mem.—232 M 20.00 M ☐
- No. 694—Account'nts, Pub. Cert.—68 M 20.00 M ☐
- No. 696—Masonic Lodges—18,000 20.00 M ☐
- No. 697—Labor Leaders—5,500 25.00 M ☐
- No. 698—Funeral Directors—30,000 15.00 M ☐
- No. 699—Dude Ranches—2,000 15.00 M ☐
- No. 700—Aparists—25,000 20.00 M ☐
- No. 701—Citrus Growers—27,000 20.00 M ☐
- No. 703—Kindergartens—11,000 20.00 M ☐
- No. 705—Nat'l List, Gard'n Clubs—5 M 25.00 M ☐
- No. 706—Employment Agencies—5,000 20.00 M ☐
- No. 708—Motion Picture Theaters—16,000 20.00 M ☐
- No. 709—Painting, Decorating Contractors—90,000 17.50 M ☐
- No. 710—Retail Hobby Shops—4,000 20.00 M ☐
- No. 711—Crane Elevators—6,000 20.00 M ☐
- No. 712—Club Women-Joiners—187 M 20.00 M ☐
- No. 713—Livestock Ranchers—60,000 20.00 M ☐
- No. 715—Voca. Ag. Teachers—10 M 20.00 M ☐
- No. 717—Retail Tire Comp.—150 M 20.00 M ☐
- No. 718—Cabinet Makers—4,000 20.00 M ☐
- No. 720—Sum. Camps-Mgr's N'me—7 M 20.00 M ☐
- No. 721—Blacksmiths—16,000 20.00 M ☐
- No. 722—Civil Service Employees—1,400,000 15.00 M ☐
- No. 723—Oil Well Drillers—9,000 20.00 M ☐
- No. 724—Farm Unions, Coop.—10 M 20.00 M ☐
- No. 725—Cleaners and Dyers—50,000 20.00 M ☐
- No. 727—Theater Executives—15,000 20.00 M ☐
- No. 729—Chick Hatcheries—16,000 20.00 M ☐
- No. 730—Marche Shops—20,000 20.00 M ☐
- No. 732—Retail Millinery Shops—12,000 20.00 M ☐
- No. 733—Office Workers—140,000 20.00 M ☐
- No. 734—Music Teachers—25,000 20.00 M ☐
- No. 736—Salesmen, Saleswomen—290,000 20.00 M ☐
- No. 737—Air Cond. Contr. D'I'ys—15M 20.00 M ☐
- No. 738—Boat, Yacht Owners—14,000 20.00 M ☐
- No. 739—Office Equip. Dealers—6M 20.00 M ☐
- No. 740—Detective Agencies—2,000 20.00 M ☐
- No. 742—Oil Ind. Emp. Workers—116 M 20.00 M ☐
- No. 743—Poultry Farmers—140,000 20.00 M ☐
- No. 745—Aircraft Workers—280,000 15.00 M ☐
- No. 746—Cotton Growers—12,000 25.00 M ☐
- No. 747—Retail Bakeries—18,000 20.00 M ☐
- No. 749—Chemists—75,000 20.00 M ☐
- No. 750—Souvenir, Curio Dealers—6,000 20.00 M ☐
- No. 751—Dept. Store Exec.—26M 20.00 M ☐
- No. 753—Camera Clubs—1,200 25.00 M ☐
- No. 754—Used Car Dealers—25,000 20.00 M ☐
- No. 755—Dressmakers—19,000 20.00 M ☐
- No. 756—House Organ Publishers—6,000 20.00 M ☐
- No. 758—Restaurants—200,000 15.00 M ☐
- No. 759—Canadian Farmers, Ranchers—120,000 20.00 M ☐
- No. 726—Hospital, Sanitarium, Adm. Dir.—14,000 20.00 M ☐
- No. 728—Fishermen—28,000 20.00 M ☐
- No. 731—Librarians All Kinds—22,000 20.00 M ☐
- No. 735—Real Estate De'alers, Agents—90,000 15.00 M ☐
- No. 741—Cotton Brokers—1,200 25.00 M ☐

FREE! Complete quotations on Cellophane Direct Mail letters for added selling PUNCH. Make your mailing SPARKLE. Be sure your letter is read—and remembered—by using Cellophane. It's bound to be. Your imagination on new letters, or picture your current mailing pieces on Cellophane. Then let us give you costs and details. Need 25,000 or more. It's FREE—learn more about it today!

1430 GRAND • KANSAS CITY 6, MO.

THE WAR GOES ON

New attacks on Third Class mail are being launched. It's high time for a defensive stand . . . like the one on the opposite page by Harry Maginnis.

Junk Mail Still Taps PO Till For Millions

Practice Merely Curbed, Not Halted

By ROGER STUART,
Staff Writer.

WASHINGTON, May 25.—"Junk mail" still flourishes, at an annual loss of millions of dollars to the post office.

Nameless, unsolicited circulars and advertising leaflets continue to be delivered by postal carriers as third-class mail, despite an order widely hailed as ending the practice two months ago.

The mass delivery of such mail has not been stopped. It has merely been curtailed. The "rescinding" order, effective March 31, 1955, halted the delivery in cities and villages of mail addressed simply "Local Patron," "Householder" or "Boxholder."

'Occupant Enough.'

Pieces bearing the name of no addressee—but carrying

such a notation as "Occupant," together with a street address—still are being delivered at the special 1½-cent-per-ounce rate. And the Post Office still is losing money on the operation.

Moreover, the practice of handling pieces which carry neither a name nor address of any kind goes on in the case of rural routes and boxholders in areas where no city or village delivery is available.

Postal officials concede that the March 31 order did not discontinue delivery of all types of junk mail.

Deliveries Go On.

The new limiting order, one official said, has made it necessary for mailing houses to "reorganize their thinking" to some extent. But it was conceded that circulars, cards, premium coupons and the like, which are no more personalized than "Occupant, 20 E. 64th St.," still are being delivered in large quantities.

Junk mail was launched by the Post Office Department in August, 1953, to help cut the perennial postal deficit. It was discontinued, in part, a year and a half later, only after it had aroused protests from householders and after threats had been made in Congress of legislating it out of existence.

The newspapers won't give up. Reproduced here is a clipping from the *New York World-Telegram and Sun* of Wednesday, May 25. We suppose the same item was carried in other Scripps-Howard papers and we know for sure that the same sort of material was carried by other papers, such as, for instance the *Ft. Lauderdale (Fla.) Sunday News*.

Maybe we should forget about it and let the newspaper writers wear themselves out . . . but there are too many repercussions.

On May 31, Sen. Mike Mansfield (D., Mont.) made a speech on the Senate floor in which he condemned the continuing heavy volume of "junk mail" which "causes the Post Office Department a loss of millions of dollars." The Senator attacked Occupant Mail and called on the

Postmaster General to place further restrictions on third class mail.

A number of persons, including this reporter, have written letters to Senator Mike because he is usually a very fairminded person. The best letter we have seen so far was written by Harry Maginnis, executive manager of Associated Third Class Mail Users, 1406 G St., N. W., Washington 5, D. C. We will take the room to reprint it because a lot of you should have the right arguments when you talk personally to your own representatives in Congress.

We think Harry's letter would have been more powerful if he had included a comparison with second class rates, total weight, etc. (See *Reporter* for May 1955, page 19). But Harry's letter is well worth reading. Here it is:

June 1, 1955

Honorable Mike Mansfield
United States Senate
Washington, D. C.
My dear Senator:

I read with a great deal of interest your statement on the Senate floor yesterday in which you urge the Postmaster General to further restrict the use of third class mail, particularly that category known as "Occupant" mail. There is a great misconception about third class mail, the part it plays in the economy, its value to small businessmen and its relationship to the Post Office deficit.

Having followed your career somewhat closely and knowing of the basic principles which guide you in the political field, I feel certain you would want to have corrected any misconception you might have about direct mail advertising.

I should like to emphasize in the beginning that very few of our members use "Occupant" mail. Generally, their mail is addressed by name. We have, however, a number of firms who process "Occupant" mail. The interesting fact is that this type of mail is used mainly by small businessmen—the corner grocery store, the Main Street 5 & 10, the gasoline station proprietor and others who are not in a position to take advertisements in newspapers or to pay for the facilities of television or radio. I know it to be one of your political beliefs that small business is the backbone of America and that such businesses, to survive, must depend on the watchful concern of such as you.

After the "Householder" Order was promulgated by the Postmaster General in August, 1953, there was a concerted drive by the newspapers to have the Order rescinded. One can assume that the American Press did not relish the competition which "Occupant" mail presented. Naturally, the press was successful in having the Summerfield Order rescinded. You now urge the Postmaster General to expand the restriction so that these small businessmen cannot even use "Occupant" mail, on which an address but no name appears.

If you will study the Postmaster General's press release issued at the time of the rescission of his "Householder" Order, you will find no claim that the Department was losing money because of its handling of such mail. On the contrary, there is

a wealth of data to show that every piece of such mail handled by the postal establishment produced a profit to the Federal Government.

I think you will be interested in having before you some statistics about third class mail. Keep in mind that it is the one advertising medium which is available to every American business firm, however small.

Postage paid by third class users last year was \$252 million. This covered 13.8 billion pieces of mail. The annual cost of creating this advertising material (printing, paper, etc.) is \$1-1/2 billion. You will find many advancing the theory that nobody reads or responds to third class mail. Businessmen just do not spend \$1-3/4 billion without some return. In fact, the amount of goods and services sold by direct mail is well over \$15 billion.

Keep in mind also, Senator, that third class mail gets deferred service—that is, it need only be handled when postal workers and facilities are idle. Third class mail is not unlike night telephone calls and afternoon movies. Customers are attracted by lower charges. Overhead remains the same but the facilities would not be used at all except for the attractiveness of the lower rate.

There is also a theory expressed that money will be saved if third class mail is eliminated. It is obvious to this writer that if such a step were taken by the Congress it would have the effect of eliminating \$252 million in revenue without any comparable reduction in postal costs. Eighty percent of Post Office expenditures are for salaries. 50,000 postal employees would have to be fired to save \$252 million.

There are a good many millions of Americans whose livelihood depends on direct mail selling. We are all agreed that an expanding economy is necessary and desirable. Americans can produce all they choose but a selling job has to be done if we are to prevent stagnant inventories. Third class mail plays an important part in the task of selling the goods made by American labor.

There may be honest disagreement over the rate of postage third class mail should pay but there is no denying the helpful impact direct mail selling has on the American economy.

I am sure when you have a reply from Mr. Summerfield none of these

facts will be emphasized. He will skirt the question whether "Householder" mail lost or made money for the Department. He will not respond directly to the question: "How much money would be saved if third class mail were eliminated entirely?" He will emphasize deficits in third class mail for the years 1953, 1954 and 1955 without telling you that his accountants cannot establish a true deficit on third class mail because no accountant can be certain what discount below cost should be granted because of the deferred handling which third class mail receives.

He will urge that you support a rate increase for third class mail as a logical solution to the problem. You will find the Postmaster General on the horns of a dilemma. He will assert that first class mail is paying its way but that the rate should be increased from 3c to 4c an ounce. He will not admit the element of politics which forever shrouds the postal establishment, requiring Post Offices in 39,000 locations where no profit can ever be shown. He will fail to demonstrate why the states of Kentucky and Missouri have a profusion of Post Offices.

He will neglect to say that Congressmen have been prolific users of unaddressed mail in political campaigns and for the purpose of blanketing their Districts with questionnaires seeking answers on the foremost questions facing public men. He will neglect to assert that Christmas Seals, seals supporting research to help crippled children, Muscular Dystrophy, Cancer and other ailments which plague men are distributed by third class mail. He will not remark that States and Municipalities find it a convenient medium to distribute to the citizen pamphlets, sample election ballots, referenda, et al.

He will not tell you that it is less costly for the Department to distribute "Occupant" mail than it is letters carrying a name and address. He does not have the information to convey to you showing which small businessmen depend on this advertising for their livelihood, how much they make in profits because of it, how many people they employ, what taxes they pay, what letter shops they help to support and the dollar volume of American goods they sell.

The Congress possesses a wisdom far beyond that of transient executives who, desiring to make a record

(Continued on next page)

ART WORK BY MAIL Plan, copy, sketches and finished art work delivered direct to your desk by mail from my studio at home.



From my studio here in Tenafly, New Jersey, I work by mail with firms in all parts of the country.

If you need a rough sketch for a new letterhead, a folder, booklet or similar mailing piece I can

help you. Send me your material and I will quote price for rough sketch and finished art work.

RAYMOND LUFKIN Plan, copy, design, illustrations and typography **BY MAIL**

124 West Clinton Avenue, Tenafly, New Jersey Englewood 3-4860

I O W A



Illustration done for THE MORRELL MAGAZINE, published by John Morrell & Co., Ottumwa, Iowa. Size of printed illustration: 6 1/4" x 8 1/2". 3 colors, letterpress.

of some sort, ignore those verities with which Congressmen are familiar and which they carefully weigh before acting.

Having worked myself on the Hill for ten years in the offices of Senators Taft and Martin of Pennsylvania, I know personally of the complex problems you are called upon to resolve. I hesitate, therefore, asking for an interview on this subject so vital to 252,000 third class permit holders. I have, however, been retained to see that their case is presented to the Congress. If you have the time and care to see other data which are most convincing, I shall be glad to present them to you in person. There are legislators who will accept Mr. Summerfield's judgment on this question without exploring the other side of the problem but I know you are not one of them.

With kindest regards and best wishes.

Very sincerely,
/s/ Harry J. Maginnis
HARRY J. MAGINNIS
Executive Manager

WHAT'S THIS? DEPARTMENT

Probably very few people have ever read a presidential veto message. And chances are that you do not know what President Eisenhower is supposed to have written when he vetoed, on May 19, the first postal salary increase.

Here is the last paragraph of the message:

"Because the enactment of such legislation will substantially increase the postal deficit, I wish again to emphasize the imperative need for postal rates that will make the Postal Service self-supporting and be based on service rendered to the user. We can no longer afford to continue a costly deficit operation paid for by millions of taxpayers in amounts out of all proportion to the postal services that they as individuals receive."

We doubt if the President wrote that paragraph. The Postal Service will not, cannot, be *self-supporting* as long as it does a thousand and one free jobs for every other department of government, and for the Congress. Just what does the President, or his ghostwriter, mean by the sanctimonious term "self-supporting"? Is the Department of Agriculture self-supporting? Is the Department of Commerce self-supporting?

DON'T

BE satisfied
too easily

A good result from Direct Mail isn't necessarily the maximum result. Maybe you should be doing better—getting more inquiries, more orders, making a bigger net profit. We'll be glad to put 33 years of specialized experience to work on the problem. Write today for free folder.

**The Buckley
Organization**

Lincoln-Liberty Building
Philadelphia 7

"ALL-PURPOSE" FELINS PAK TYERS



ALL-PURPOSE because they will **AUTOMATICALLY ADJUST THEMSELVES AND TIE TIGHT** and light or heavy bundle, package, box, within the capacity of each model. There are several models to choose from. **ALL-PURPOSE** because they will handle all the tying problems in

your office, mailroom and factory more efficiently than you believe possible.

ALL-PURPOSE because they use twines from 3 to 24 ply as well as tapes and braids.

ALL-PURPOSE because anyone can operate them efficiently. They are sturdily constructed to give long dependable service.

ALL-PURPOSE because these machines can be controlled by foot pedal trip or automatic trip.

LET FELINS CUT YOUR MAILING COST NOW.

MODEL F-6-J ILLUSTRATED.

Send for prices and circulars.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

BRIEF IT UP!

By Fred L. Shaw,

Richardson-Shaw, Inc., Detroit

Reporter's Note: We've been saving this . . . until we could find room for it. One of the best talks at Detroit Direct Mail Day was by Fred L. Shaw of Richardson-Shaw, Inc., (advertising agency) located at 15555 W. McNichols Road, Detroit 35, Mich. Most of the good talks these days on direct mail are wrapped around the subject of copy . . . which seems to confirm some of the observations made about the Boston DMAA convention in the October and November Reports. We are passing along the highlights of Fred Shaw's talk because the points should be helpful to anyone worrying about how to make direct mail more effective.

GIs in World War II, with characteristic humor and ingenuity, condensed voluminous Army Regulations and came up with three easy rules, guaranteed to keep a GI out of trouble. The rules:

1. If it moves, salute it!
2. If it doesn't move, pick it up!
3. If it's too heavy to pick up, paint it!

Point: If you want your message *read, understood and acted upon*—BRIEF IT UP!

Why: Because of today's fierce competition for your attention—not only through the printed word, but via other means.

For instance: I kept tab on printed materials that arrived at my house during the ten days before this meeting. 53 pieces came via the mail man—in addition to the five or six periodicals to which I subscribe and to the monthly assortment of bills. 37 pieces came over the porch rail—handbills, dodgers, cards, doorknob hangers and what not—in addition to the two daily newspapers to which I subscribe. Other competition for my attention: Parade of wet-behind-the-ears youths calling upon my 14-year-old daughter, continuing family campaign to housebreak five-year-old dachshund (lovable even though stubbornly indiscriminate), TV, social activities, job demands.

There just isn't time, in today's mad whirl, to absorb it all! However, enough direct mail is *read, understood and acted upon* to make this important part of advertising well worth pursuing. Have you ever noticed that that direct mail which is *picked up and read* is always:

Attention-Compelling: (because it hangs home a big thought at the beginning and so stands out from the mass)?

Eye-Appealing (pertinent illustrations, bright colors, etc.)?

Well Handled: (looking as though some care had been exercised in preparing and "packaging" it)?

BRIEF AND TO THE POINT?

Tough Job: It's far more difficult for the copy man to "brief it down"—still retaining the big and important points he must get across—than it is to write at length. So what? He writes it at length; then boils down and boils down many times more. Ofttimes it takes 19 or more "re-writes" and 19 or more aspirins to get the copy on the beam. But if it gets results—impels readers to *pick it up, read it and act upon it*—why, then, any effort will have been well worth while!

Dale Carnegie, the great persuader, in his course in effective speaking, leadership and human relations, teaches what he calls "The Magic Formula"—a five-step formula that helps get blow-torch results in speeches, conferences and interviews and also in sales letters, direct mail pieces, ads, all other printed materials:

THE MAGIC FORMULA:

1. THE HO HUM STEP: The listener or reader is prepared to be bored. You've got to make him perk up his ears or look twice, with an "attention-getter." In printed materials this attention-getter may be words or an illustration or a combination of both.

2. POINT: You state your point—clearly. And tell your listener or reader what you want him to do.
3. REASON: You tell your listener or reader why he should do what you have asked him to do.
4. FOR EXAMPLE: Say or write something to support your reason—to prove that the claim you put forward in your reason is valid.
5. SO WHAT?: That's what your reader or listener is asking himself at this point. So you tell him—with vigor and punch—*what* you want him to do!

MAGIC FORMULA EXAMPLES:

HO HUM: On the address side of a jumpo postcard mailing piece, addressed to an auto dealer's service customers, this attention-getter: Sketch of a suit of long-handled red underwear, drop seat variety, breezing out from a clothesline and the word: "Br-r-r-r!"

POINT: Headlining the message side: "Cold weather's a-coming! Don't get caught short in a quick freeze! Let us get your car ready for Winter NOW!"

REASON: "If you put it off, a sudden drop in temperature can seriously damage your car's engine and cooling system. And it's no fun thumbing rides while expensive repairs are being made!"

EXAMPLE: "The Auto Club reports that more than a thousand cracked engine blocks had to be replaced after last year's first freeze because owners put off having their cars Winterized early."

SO WHAT?: "Make sure NOW your car's ready for Winter. Avoid the last-minute rush by letting us Winterize it TODAY!"

Rules of successful salesmanship apply with force to the writing of resultful copy—which, after all, is PRINTED salesmanship. Let's look at a few of these rules:

RULE 1: Write your copy in terms of YOU—yes, Y-O-U! Why? Because YOU is the fattest, most potent word in the English language—though one of the shortest. Its liberal use puts you (the writer) on the prospect's side of the fence—a cardinal technique of successful salesmanship. Top-flight salesman always presents his person in terms of YOU. So write, not to a vast, indistinguishable, blurry audience, but to *one person* in that audience—YOU!

RULE 2: Aim your message at that reader's SELF-INTEREST. Why? Always, there's the great unspoken question: "What'll it *do for me*?" Old-time comedian Joe Cook used to lay 'em in the aisles with his frank comment: "Of all my wife's relations, I love myself the best." This line never failed to tickle the collective funnybone, because it so accurately reflected a universal human trait. That trait is Self-Interest.

Unless you're preparing a learned treatise on chain reaction for a group

Elliott

ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

When you sell by mail here's a tip from the experts to profit by . . .

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.

PHONE CHARTER MEMBER
ORegon 7-4747 National Council of
Mailing List Brokers

WILLA MADDERN, INC.

215 Fourth Avenue, New York 3, N. Y.

Please send us complete details about more responsive lists for our direct mail or mail order use.

Name _____
Company _____
Office _____ S _____
Address _____
City _____ Zone _____ State _____

of nuclear scientists, don't get technical in your copy. As a general rule, you can't appeal to SELF-INTEREST with a dissertation on Nuts & Bolts.

RULE 3: Bang home BENEFITS! In both words and pictures, *dramatize* what your offering will DO for the reader! But don't—don't—confuse him with a whole flock of benefits *all at once*. Highlight benefits—one at a time.

Illustration: It so happens we (my colleagues and I) are cooking up a year's mailing campaign—12 monthly folders—for a manufacturer of masonry units using a special concrete mix. Research into the product—with *benefits* in mind—disclosed that it possesses exactly 12 major advantages. So we're spotlighting and expanding upon one of the major benefits in each folder. The other eleven we're listing, in a relatively small box or panel, under the heading of *added benefits*.

Back in World War II, as we prepared new regulations and directives, we used to say, with a wry smile: "If you can't convince 'em, confuse 'em." Today, in direct mail copy—or any copy for that matter—you can't get sales results confusing 'em. You've got to convince 'em.

Benefits, properly handled, get responses—and results!

Summing up these rules:

1. KNOW your product. Research it from stem to stern for features that can be evaluated in terms of BENEFITS.
2. KNOW your audience. It's not too difficult to determine where average folks' average interests lie—SELF-INTERESTS, that is.
3. DEVELOP the knack of dovetailing those two important forms of knowledge for a printed piece that possesses EXTRA sales wallop!

Two more important rules:

1. *Write like people talk*, in conversational vein. Don't use Harvardese; don't look down your nose at your reader. Don't talk up to him. Maintaining the ordinary guy's conversational tone will help hold his interest. If a split infinitive sounds more natural—why, split it. If a preposition wants to dangle—let it dangle! It's our private belief that the grammarian, or purist, has no place in the advertising copy field. He doesn't write like people talk.

2. *Get some real, honest-to-goodness enthusiasm into your copy.* Best definition of enthusiasm we've ever heard is this: "Fervent zeal, bubbling over without noise." To develop honest enthusiasm about the product or

service you're glorifying, it's necessary to *know* it thoroughly—to feel in your heart that here is something that can make life better, happier, more fruitful for folks in general. Once having established a real belief in the product or service, sell yourself this "bill of goods":

- that your company or client is the *best* outfit in the business.
- that your offering is "tops" in its field.
- that you're a *lucky* guy to be writing about it, plugging it.
- that business is *good* and getting better.
- that there's no finer place in the world than the good, old U.S.A.
- that the sun's shining, the birds are singing.
- and that everything's SWELL!

Enthusiasm's as catching as measles in a boarding school. Honest enthusiasm shows through in the successful salesman's selling talk and shows through in the piece of copy that gets results. The prospect or reader catches it instantly. And most generally catches fire!

You can do all these things and still keep your copy BRIEF. In briefing it down, you make it *more inviting* to read. (Large, unbroken expanses of type intimidate the reader.) You make possible better arrangement of *white space*. (It's the white space around an idea that makes the idea stand out.) Plenty of white space—or air—helps you punch home sales points (*benefits*) with more power. ●

MORE SHORT LETTERS

Speaking of short letters, which we did on page 33 of the April issue, here is another short series used by Leo P. Bott, Jr., 64 E. Jackson Blvd., Chicago 4, Ill.:

THIS SUSPENSE IS AWFUL!

I HOPE I HAVEN'T
DROPPED MY BUCKET
DOWN AN EMPTY WELL!

W H E N ?

N O W ?

I'M READY WHENEVER YOU ARE

WHAT HAPPENED?

Re: Your Advertising

???

Each of the sentences or words separated by asterisks constituted the entire copy for each letter with only the salutation and closing added. Leo says they have been very effective. They were obviously used as follow-ups to inquiries or first contacts.

THE LITTLE FELLOW NEEDS HELP!



By M. A. Pollen

Reporter's Note: This subject has been covered a number of times in years past . . . but it needs repeating. No really satisfactory method has yet been developed for helping the "little fellow" with the basic problems of direct mail. So here's another shot from the controversial M. A. Pollen who has appeared on other occasions in THE REPORTER. He is a direct mail counselor, member of the Hundred Million Club and a teacher of direct mail at 30 W. 15th St., New York 11, N. Y. Do you agree with his thinking?

Years ago when a young immigrant courted the girl he left in the old country, he hired a professional man to write his love letters for him—at a small fee . . . It seems the poor fellow didn't trust his limited talents, nor his emotions.

But the small businessman isn't nearly as humble when he is courting a new prospect by mail. In fact, he often considers himself a born letter writer. And if you have the nerve to question it, you take your professional life in your hands.

This may explain why direct mail is called the "poor man's" medium . . . And I dare say this medium will keep him poor—if he tinkers with it during off-hours, or steals two paragraphs from 12 best letters supplied by a "Research Bureau," or asks his printer to give him a "lift."

But does the small businessman ever ask his accountant for a lift? He does not. He pays the accountant a regular monthly fee to keep his books in order. Then why isn't he smart enough to pay a sales writer a monthly fee to fill the very same books with orders?

Food For Goats

I'll try to find an answer. *First of all*, too many big and little executives are still questioning the power of the circular to move goods profitably into the hands of consumers.

They still think that the circular is just a "throw-away". . . then why throw away good money on a writer who can only dream up words for the goats to chew on?

Secondly, most of our "practical" businessmen buy sales literature by the pound—as if it were a bag of potatoes . . . and if they should happen to employ an advertising manager, he will be forced to spend half a day telephoning nine printers for bids, instead of calling up nine customers to furnish him with clues for good copy.

Thirdly, the little fellow is human, and moderately vain. He prefers to see his company's name in the public press, instead of in a sealed envelope . . . if his promotional budget is a mere \$3,000, it'll most likely be dribbled away on small publications, syndicated material, advertising novelties, and police ball tickets.

\$3,000 Will Get You \$25,000

Now let's take the same \$3,000 and see what a direct mail specialist will accomplish with it . . . if he spent it all on a follow-up series of mailings.

Let's take three very small companies in three different lines of business—and on three levels of distribution: A manufacturer of wallets, a lumber yard, and a ladies' specialty shop . . . Let's assume that, within their respective zones of operation, each of the three firms can boast of 1,000 customers on their books, and 3,000 legitimate prospects.

With carefully planned mailings, to a combined list of 4,000 names, five times a year, a good sales promotion man can easily lift the sales figures by \$25,000 a year. The cost of the five mailings (consisting of single page letters with circulars)

will be approximately \$2,000; and the professional man's fee will be \$1,000. This fee will cover the following services: creative plans, copy, layout, and supervision of production of all the letters and two-color circulars . . . and will include the valuable time spent on conferences to be held every other week at the client's convenience. All told, the cost of securing an *additional* \$25,000 worth of business will be 12% and less than 2% of the gross volume of sales.

But even if you had these figures *certified*, and brought them in to encourage the small dealers and manufacturers to set aside a similar budget, how many of them would see the logic of putting \$1,000 a year into the pockets of a creative man who inspires confidence? The sad answer is: *mighty few!* In fact, more of those "hard-headed" businessmen will consider it highway robbery. And that explains why there aren't enough mail advertising people who *do* inspire confidence . . . especially in the smaller cities and towns.

Of course, we do have bright advertising agency men in every nook and corner of the land. But most of them haven't been trained to let their hair down, and "talk" like human beings on a plain letterhead. Or maybe they steer shy of direct mail to avoid being checked up on the number of inquiries. Or maybe they aren't keen on putting in 30 hours of hard labor on a four-page circular and letter! Nevertheless, I assure you that these very same local agency men would be only too keen to *develop their mail selling faculties* if they could pick up a \$1,000 a year fee from each one of their small accounts!

A Problem In Mutual Enlightenment

In plain words, the big problem we have to face here is one of *mutual enlightenment*. We must enlighten 250,000 small businessmen who desperately need sales promotion help . . . and we must enlighten 25,000 sales-minded agency men to the opportunities waiting for them in their own back yard.

Let's see if we can get both the little client and the agency man to think in terms of sales and customer-control . . . and not in terms of

WHAT DOCTORS GET IN THEIR MAIL

COUNT OF MAILINGS				
	1955	1954	1953	1952
Pharmaceutical	3534	3178	2883	2602
Medical books & Journals	109	78	100	55
Equipment & Instruments	52	58	59	43
Miscellaneous	264	244	263	321
TOTAL:	3959	3558	3305	3021
BREAKDOWN OF MAILINGS				
	PERCENTAGE OF TOTAL			
TYPE OF ADVERTISER	1955	1954	1953	1952
Pharmaceuticals	89.3	89.3	87.2	86.2
Medical books and Journal subscriptions				
solicitations	1.3	2.2	3.0	1.8
Medical equipment and instruments	2.7	1.6	1.8	1.4
Miscellaneous—includes all mail of a non-medical nature	6.7	6.9	8.0	10.6
TYPE OF POSTAGE USED				
Printed permit	78.6	73.6	72.2	61.7
Postage meter	10.2	13.3	16.9	17.0
1½¢ stamp	1.9	2.0	1.3	2.6
2¢ stamp	2.7	3.5	3.1	1.9
First class	4.0	3.6	2.4	2.9
Government post cards	2.6	4.0	4.1	13.9
CORNER CARDS				
Usual style—name and address in upper left-hand corner	63.5	60.6	62.3	54.8
Name and address on flap or reverse side	6.6	7.3	8.2	5.9
P. O. box or street address used—no company indicated	1.7	2.5	1.2	1.9
No corner card or return address	28.2	29.6	28.3	37.4
SELF-MAILERS AND MAILING CARDS				
Sealed	51.7	47.1	47.3	47.6
Unsealed	6.5	5.5	7.1	4.8
Mailing cards	18.0	17.8	16.1	13.8
Government post cards	24.6	19.8	20.0	15.1
Sample request cards enclosed	2.6	4.0	4.1	13.9
Samples	9.5	9.9	10.6	9.0
Blotters (1 or more) enclosed	15.4	16.3	15.7	13.1
House magazines	3.7	4.6	5.7	4.6
Letters enclosed	4.2	5.1	5.5	5.8
	21.8	19.3	21.2	23.3
NUMBER OF PRODUCTS ADVERTISED IN INDIVIDUAL MAILINGS				
One product	80.6	80.1	78.3	83.9
Two products	7.7	7.6	10.6	7.1
Three products	3.2	3.3	3.5	1.9
Four products	2.5	2.4	1.5	1.2
Five products	0.6	0.9	0.9	0.1
Over five products	5.4	5.7	5.2	5.8

Every year for many years, Harold O'Neill of Clark-O'Neill, Inc., 100 Sixth Ave., New York 13, N. Y., has made a valuable contribution to direct mail researching by studying and reporting on the direct mail received by a typical physician. We are glad to pass along the report released June 3, covering the period between May 1, 1954, and April 30, 1955. We will give you part of Hal's analysis and then you can study the statistics.

All direct mail advertising received in a busy general practitioner's home-office combination was carefully saved and counted. The volume once again set a record, a total of 3,959 mailings of which 3,534 were sent out by pharmaceutical manufacturers.

It must be considered, however, that this man is a very busy G.P. and for that reason he receives much

more mail than the average physician. Not-so-busy G.P.'s who make up 75% of the total number, would probably get slightly more than 3,000 mailings from the drug industry; the starred specialist, a top figure of 2,500; with such groups as pathologists, anesthetists and bacteriologists, well under 2,000 mailings.

Ten companies made almost exactly one-third of the pharmaceutical mailings.

Government postal cards are down to their lowest level of all time; mailing cards and folded self-mailers are taking their place. More than half of all mail to physicians (51.7%) is in self-mailer form.

The doctor received at least one mailing on each of 675 products, one more than last year's total of 674. 149 products fell by the wayside and were replaced by 150 first-timers.

THE LITTLE FELLOW NEEDS HELP (Cont.)

media, circulation, printing bills, and commissions!

But first of all, let the small businessman recognize the need for professional sales promotion help on a yearly retainer basis . . . just as he now recognizes the need for legal advice, and a cost-accounting service. When the sun rises on that happy day, an army of talented young letter writers will spring up over night and come to the rescue of the little fellow in distress. ●

FIELD SELLING

Back in April 1948, this reporter wrote a hot article condemning the then current practices by field selling crews of subscription agents. We quoted a number of glaring examples of high-pressure and intimidation, and in some cases, outright fraud. We claimed that these obnoxious practices were hurting the publishers who used direct mail to sell subscriptions. The housewives, burned up by field selling crews, became antagonistic to the publishers and therefore disregarded mail appeals.

That article stirred up a storm. *The Reporter* was severely criticized and berated by prominent members of the publishing fraternity. In one instance, an apology and retraction was demanded, but refused. At the time, we knew the publishers themselves were worried and were setting up a Central Registry which was intended to be a policing organization for field selling.

In the intervening years, we have kept quiet about it because the publishers were honestly trying to clean up the mess. But we now understand that at the annual meeting of the Magazine Publishers Assn. at White Sulphur Springs in May, the subject again came out in the open. MPA chairman Walter D. Fuller said: "The problems of field selling have been of concern for many years and they have mounted during the past year." He proposed a complete re-survey of Central Registry.

It is still this reporter's opinion that if high-pressure field selling crews are allowed to roam around the country, browbeating housewives into taking subscriptions, the whole practice will continue to hurt the publishers by reducing their returns from mail appeals.

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed



LAST MONTH we devoted considerable space to taking a crack at some opening sentences of mail order letters which cross our desk. Horrible examples are in the minority, thank goodness.

In all fairness, we thought we should give a pat on the back (with bulleted comments below) to those who turn out fine examples of mail order selling. So here goes:

1. "Are you overlooking . . . the business-building possibilities of your telephone . . . the competitive advantage it can give you if you use it right?"

• *That's selling. Suggests something you might have overlooked—something important to the operation of your business. It holds out the promise that you can get more business, or steal a march on your competitor, merely by taking full advantage of the sales possibilities of your telephone.*

2. "There are many ways to spend a vacation—but if you wish to relax completely—you'll find at (name of resort) the ideal combination of climate—beautiful natural surroundings—wholesome, satisfying food, and a charming atmosphere."

• *There's an opener that appeals to me. I certainly do want to "completely relax" when I go on vacation. And this writer tells me right in the first paragraph what he has to offer. The remainder of the letter offers specific proof of good climate, beautiful surroundings, food that melts in the mouth, and an atmosphere that insures complete relaxation.*

3. "Let us worry about your family's doctor and hospital bills."

• *I'd like nothing better than to let somebody else worry about these bills. And if this writer can show me how he can take such worries off my mind, he's got a prospect. He's talking about something that interests me. He holds out a definite promise.*

4. "If you will simply paste this \$22.50 saving stamp on the enclosed postcard—and mail it without delay—I will send you by return parcel post a brand new

Webster's dictionary pictured on the enclosed circular."

• *There's the whole story right in the first paragraph. I paste the stamp on a postcard, mail it, and get a Webster's dictionary. Sounds pretty simple, and the remainder of the letter must motivate me to the point of doing it. I'm looking for a catch of some kind. Whatever the remainder of the letter does, the first paragraph got my attention and interest.*

How To Kill A Prospect

In answer to my request for a sample copy of his publication, here's how a circulation manager answered my request with a form letter:

"Thank you for your interest in (name of publication). Before we comply with your request for a sample copy, will you be good enough to tell us why you are interested in our publication? (Name of publication) is a technical magazine devoted strictly to the interests of the light building industry. For that reason, our circulation is limited to building contractors, sub-contractors and special trade contractors actively engaged in new construction and/or remodeling and repair in the light construction field, and retail or wholesale distributors of building products, and key employees within each of these classifications.

"We shall, of course, be glad to send you a sample copy for inspection if your business or occupation falls within the above categories. In that case, we shall be more than happy to welcome you as a regular reader into the large family of professional men it is our privilege to assist. Our trial subscription price is \$4 for 18 months.

"If, on the other hand, you are merely planning to build a home for yourself and are looking for new ideas, new designs and practical home building information, you can find the kind of information you want in the books described in the enclosed circular. We will be glad to send you any of these on receipt of your remittance."

All I wanted, mister, was a sample copy of your publication. Pardon my effrontery. I ask you for a sample

of the thing you are trying to sell, and you come through with a letter that chastises me as though I were a small boy . . . and then you try to sell me some books. Honest, mister, all I wanted was a copy of your publication.

Do you get so many requests for copies of your magazine you can't afford to send one to a possible prospect? Wouldn't it have been better to send the sample along with a very gracious letter? And then, if you care to, follow it up a week or two later with your selling letter? If the direct mail you use is as curt and unfeeling as this form letter you send to inquirers, perhaps you're one of those who think "Direct mail doesn't pay." It doesn't, mister, for thoughtless letter writers like you.

Whew! I'm glad I got that off my chest. But doesn't it burn you up to see this grand old medium direct mail so abused?

Coincidence?

As most of you know, Mr. M. Habernickel, Jr. of the Haband Company in Paterson, N. J., has had long years of success selling ties by mail. One letter which seems to be a winner with him starts out:

"It's a funny thing about neckties. If you wanted to buy a few thousand of them this morning, you could find them within a half hour of your office, with plenty to select from. Yet, while this is true of almost any locality anywhere, thousands upon thousands of men, from every city in the United States, year after year, write to us in Paterson for their neckwear."

Not long ago I received a letter in my mail from a man selling shirts. I won't divulge this fellow's name,

nor his location. Maybe you got the same letter in your mail. It started out:

"Hello there, neighbor. It's a funny thing about shirts! If you wanted to buy a few dozen of them this morning, you could find them within a half hour of your office. Yet . . . while this is true of almost any locality in America, thousands of men—year after year—write to me for their shirts."

These two paragraphs are too similar to be coincidental. It looks like Mr. Shirtmaker has swiped Mr. Habermickel's first paragraph almost word for word. I suppose there's no way to avoid such piracy. But I always think when I run into one of these coincidences how silly it is to copy letter phraseology. How did

the shirtmaker know whether the letter he copied was a success or a flop? Even successful mail order operators, during the testing period, have letters that flop. I'm not sure what point I want to make here. Perhaps it's just that seeing an actual example of such piracy just made me mad.

A Word About Repetition

You've heard the old saw: "*Repetition makes reputation.*" Perhaps you've used it yourself. To me it makes just about as little sense as another outworn saying: "*The customer is always right.*"

The customer certainly isn't always right. Sometimes he's dead wrong.

And you have to decide whether or not his present or future business, or the general reputation of your company, is worth letting him think he's right, or telling him he's wrong when he is. Saying, over and over, "*The customer is always right!*" doesn't make it true. Repeating time and again "*Repetition makes reputation*" doesn't prove it.

You can repeat a weak sales message as many times as you want to, and it still won't get you any business. If your sales message is weak or your presentation clumsy, repetition can, in time, have the opposite effect—ruin you.

Only when you have a good, solid, sound sales point and you present it attractively, interestingly, and prove the benefits of your product, does *repetition make reputation*.

Maybe we're straining at a gnat, but some of these old saws cut us deeply.

The Writer's Job

Your first job as a writer is to get what's in your head into the head of a reader. He'll fight you. He's lazy. He won't think. Above all, he won't spend any time or energy trying to understand you. Unless what you write enters his mind easily and without effort on his part . . . he just won't get it.

Words, ideas, expressions you know and understand may not be known or understood by the reader you're trying to reach. There are dangers here. Don't be too commonplace. Watch out just what you write is so familiar that it slides off the reader's mind without making a dent.

Tough business, this copywriting—using words to make somebody do what you want him to do when you want him to do it.

I'm Guilty

Not long ago I issued a booklet to be used as a supporting piece in answering inquiries about my services. At the top of the page on which I list the accounts I serve appears the heading, "Who Has He Written Copy For?" I've been getting complaints from grammarians. They tell me I've committed the unpardonable sin of being ungrammatical in my booklet—a booklet supposed to demonstrate my writing ability.

I'm guilty. The line is ungrammatical. Not only does it ignore the

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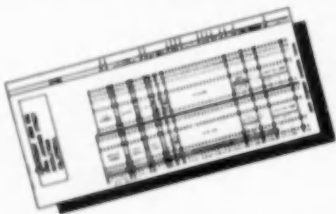
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IF YOU HAVE COMPLEX LISTS:



Scriptomatic Increases List Flexibility and Selectivity—Any tabulating machine card can double as a Scriptomatic master. Scriptomatic tab card masters keep all pertinent data available on a single card . . . eliminate time and cost of maintaining duplicate lists. All the selective flexibility of any standard tab card is retained by Scriptomatic, using the card itself as the master for addressing any type of promotional material or mailing tape. **SCRIPTOMATIC ADDRESSING MACHINES NOW AVAILABLE WITH ELECTRONIC SENSING FOR MASTER SELECTIVITY WHILE ADDRESSING.**

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use of the objective case—WHOM—but it also ends in a preposition.

Here's how I feel about the use of language and grammar: They should be your slaves, not your masters. The prime objective of any piece of writing is to be understood. Sometimes it should be colloquial. Often, not strictly grammatical. A preposition, so say the grammar books, is something you should never end a sentence *with*. And, a conjunction is a word that should never appear as the first word of a sentence. Likewise, it is wrong to *ever split* an infinitive.

And when someone asks "Who's there?" you should always answer "It is I!" The day after election you should ask "Whom did you vote for?" But most of us ask "Who did you vote for?"

I reserve the right to say "Who Has He Written Copy For?" because it reads smoothly and is understood by a reader, although it did break two rules of precise grammar.

I am with Will Rogers in his remark that "a lot of people who don't say ain't, ain't eating." If good grammar is awkward, go colloquial.

I fully expect to be drawn and quartered by the purists in my congregation. ●

SUCCESS STORY

We found the following inspiring story in the March-April 1955 issue of IT'S SAID AND DONE, miniature house magazine of the Dictaphone Corporation, 420 Lexington Ave., New York 17, N. Y. Readers of THE REPORTER should be interested in it since direct mail played some part in the success:

Henry Viscardi was born about 41 years ago with, literally, not a leg to stand on. His career is a refreshing story of a positive battle to help build a better life for handicapped people, and we thought you might like to read about it.

The young man whirled through elementary and secondary schools in just eight years, and his principal means of transportation was on leg stumps cased in leather boots. Although nature had denied him lower limbs, it had compensated by giving him a brilliant mind and a winning personality.

He worked his way through college, waiting on tables, sweeping and

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850,759 LIVE PROSPECTS

to help overcome the usual Summer Business Slump. We are talking about our Korean and European Veterans lists. They are proven prospects for:

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- Home Furniture Shops
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- Men's Clothiers
- Publishers
- Auto Dealers
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- Educational Institutions
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The average age is 24, the age of acquisition. Try a test mailing this week . . . the cost is surprisingly low—\$15 per thousand names.

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You, like Buttersweet (Day and Young), can secure postcards and all forms of direct advertising literature at budget prices. Write today for samples and information to the nearest Crocker office.

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EDWARD W. OSANN

Writer of Advertising Literature and Sales Letters Since 1910

175-35 88th Ave., Jamaica 32, N. Y.
Member: Direct Mail Advertising Ass'n.

May I help you?

In 1942, he joined the Red Cross as a field service worker and took basic training at Fort Dix. He was so agile with his new legs that he was

But his burning desire was still to work with handicapped people — that was his basic mission — and he left Burlington in 1949 to head up J.O.B. (Just One Break) with headquarters at Bellevue Hospital. Through his efforts, several thousand amputees, paraplegics, polio and

In just three years since its beginning Abilities Inc. has grown to be a business with more than \$500,000 in annual sales. Described by the *Wall Street Journal* as "a tough little

①

⑤

British advertisers. It has always been a pet rule that you shouldn't use negatives in a letter but perhaps the overuse of the word "no" in this case made it outstanding. Letterhead and slogans were printed in two colors. The two letters were processed on two sides of one sheet. Sheet was folded so the "no" side was seen first.

concern that is succeeding in the competitive scramble" Abilities, Inc. clients include more than a dozen blue chip companies. The firm does a variety of work from envelope addressing to making intricate printed circuits.

Dictaphone Corporation has been an Abilities, Inc. customer almost since the beginning of the Viscardi-inspired enterprise. Printed circuits for our dictating and transcribing machines are made here — and what's more, the quality of work is excellent and the price right.

Business has been so good that Abilities, Inc. plans to build a new plant on an eight acre site just purchased. But most important, the people who until recently were unproductive, have found new hope and learned new skills.

No sentimentality is allowed at Abilities, Inc., and the pay is slightly less than prevailing union wages. This, according to Hank, "provides an incentive for the employees to go out and get better jobs."

Abilities, Inc. and its driving spirit, Hank Viscardi, gives inspiration to all of us. Just think what would happen if all two legged humans were as positive, as creative, as thoughtful in service to each other. The idea of Abilities, Inc. is dynamic — who knows it could indirectly help many others who are only handicapped by their own thinking.

MAILINGS FROM HOLLAND

Our friend and *Reporter* reader Marinus Spruytenburg (De Mutator, Willemsparkweg 112, Amsterdam, Holland) tells us that many commercial organizations are using Holland as their mailing center for material going to countries other than the USA.

Marinus tells us that in the last three or four years about 80 important American manufacturers have established factories in Holland . . . not only for the home needs of the Netherlands but also for export all over the world. Low prices and skilled labor make the selection attractive.

Direct mail is more economical too. Printing costs are about 40% lower than the USA; mailing costs, 30% less; paper, 20% less.

If any of you readers are interested, get in touch with Marinus.

**MARK THIS
DATE DOWN**

**ON YOUR
CALENDAR**



Homer J. Buckley (left), chairman of the board of Robertson, Buckley & Gotsh, Inc., Chicago, Illinois; and David L. Harrington, president of the Reuben H. Donnelley Corp., same city, are reminding you here to be sure and mark your calendar for direct mail's big upcoming date . . . September 12th, 1955.

Their reminder is, of course, the opening day of the Direct Mail Advertising Association's 38th Annual Convention to be held at the Morrison Hotel in Chicago. Mr. Harrington is convention general chairman, and Mr. Buckley (who is celebrating his 50th year in direct mail) is honorary convention chairman. Their photo efforts above are not only to remind you of the September 12th date . . . but also to urge you to get your reservation in as early as possible. It's going to be a big convention.

Evidence of that fact comes from Bob Stone, vice-president of The National Research Bureau, Chicago, Illinois, who is general program chairman. Bob reports that various sessions scheduled for the three-day convention are lining up fine. Session chairmen are doing a fine job in the busy process of arranging speakers. Here's a rundown of the

sessions being planned, and their chairmen:

How To Write Successful Letters. Chairman: Martin Baier, general manager, M. P. Brown, Inc., Burlington, Iowa.

Direct Mail In The Coordinated Advertising Program. Chairman: Huntley Geddes, research department, R. L. Polk & Co., Detroit, Mich.

How To Produce Quality Direct Mail Economically. Chairman: Roy Rylander, president, The Rylander Co., Chicago, Illinois.

Mail Order. Co-Chairmen: T. J. McElroy, promotion and advertising director, *Catholic Digest*, New York, N. Y., and Joseph Vergara, Harper & Bros., New York, N. Y. *Fund Raising.* Chairman: Robert Cox, The National Society for Crippled Children & Adults, Inc., Chicago, Illinois.

Industrial Direct Mail. Co-chairmen: Edward N. Mayer, Jr., president, James Gray, Inc., New York, N. Y., and Hank Henderson, McGraw-Hill Book Co., Inc., New York, N. Y.

Circles of Information. Chairman: H. Kurt Vahle, vice-president & sales manager, Cupples-Hesse Corp., St. Louis, Mo.

The Market Place. Chairman: Edwin Slocum, Advertising Publications, Inc., Chicago, Ill.

We'll give you more details on the complete program next month. Meanwhile, be sure and make your reservation at the Morrison.

JUDGES SELECTED FOR DMAA "BEST DIRECT MAIL" CONTEST

Elon G. Borton, president of Advertising Federation of America will be chairman of judges for DMAA's "Best Direct Mail of 1955" contest. Serving with him are: William T. Clawson, Miller Printing Machinery Co.; Reginald Clough, Reader's Digest; Fred Kirby, Saturday Night Press; David W. Margulies, Damar Products, Inc.; Ralph L. Polk, Jr., R. L. Polk & Co.; and Jack H. Warner, Aetna Life Ins. Co. "Best Direct Mail of 1955" and Henry Hoke Award judging will take place on August 11 and 12. Deadline for all entries is July 31. Award Presentations will be made on opening day of the convention in Chicago.

GRIPES of the MONTH

This reporter has been griping for years about the Miami operator who sends unordered religious articles by mail, especially to Catholic lists, and asks for return payment to help some disabled GI veterans. Will now have to say, "Hurrah for reporter Al Neuharth of *The Miami Herald*." On Monday and Tuesday, May 2 and 3, 1955, front page feature carried Neuharth's story of his investigation of "Ex-GI Plastics Company" and "Catholic Products of America." The first is operated by two brothers, Benjamin and Henry Kram. According to the story, Ben is the only one disabled and the Veterans Administration rates that disability about 10%. Another brother, Max Kram, split off from the other two about three years ago and started the Catholic Products of America, which mails out silver crucifixes to Catholics throughout the country at the rate of 75,000 to 80,000 a week. It is estimated the brothers are raking in something like \$2,000 a day and all the profits go to the three brothers. Their offices are nothing more than a mailing department . . . handling the outgoing shipments and raking in the suckers' money. We understand the Catholic church authorities and law officials are worried about the situation, but no one so far seems to know what to do about it.

Kicks are still coming in from all over the map about the homework mail order rackets. In spite of all the negative publicity, ads are still being run in pulp magazines, saying that female help is wanted for addressing and mailing post cards in spare time at home. Most of the good magazines have agreed to refuse this type of advertising after being put wise by the Better Business Bureaus. The women who answer these ads receive either a post card or a letter telling them to send \$1 as a service fee for obtaining complete instructions. If they are sucker enough to send the \$1, they receive in return a booklet which has a few pages of instructions on typing and then tells them how

they can buy double post cards (\$5 for 250) and they in turn must address and stamp (at their own cost). The post cards are supposed to sell some kind of a product of dubious value. It is a shady operation and it is too bad the postal inspectors haven't cracked down long before this.

The racketeering directory boys are in full swing again even those who were formerly stopped by the FTC or the postal authorities for their clip-and-paste tactics, have started up again with different addresses. We are getting complaints from all around and in many cases the appeal letters for the "new business classified directory" look so much like authentic invoices that they are stamped by the accounting division of the recipient company and passed along to the advertising department for an okay. We have uncovered a number of such cases and the only reason they weren't okayed was that the advertising manager had read about the rackets in *The Reporter*. Wonder how many people innocently pass them for payment? It must be a profitable racket when so many people are engaged in it and when they have the nerve to start up all over again after being stopped. Pass the word along to your associates . . . to be careful! Rather than send complaints to *The Reporter* . . . transmit your evidence to your local Better Business Bureau. They are particularly interested in cases where the invoice-looking appeal actually deceived the accounting department.

Post Office Inspectors are doing a pretty good job in cleaning up the mails by putting out of business the purveyors of pornographic pictures and literature. But, as reported before, as fast as they close up one operator, he or somebody else starts up at a new address with the old mailing list and plenty of negatives. We are behind these efforts of postal inspectors and are doing everything

possible to help. It is a serious problem and getting worse. Abe McGregor Goff, solicitor for the Post Office Department, recently told a House committee that cases involving the mailing of obscene matter increased 73% last year. But sometimes we think the Post Office goes too far by fiddling around with borderline cases which are not too important.

One recent case had all the earmarks of a burlesque comedy. Postal inspectors seized and threatened to destroy a rare volume of *Lysistrata*, a comedy by the Greek dramatist, Aristophanes, which has lived through 2,400 years. The play has been shown in the theater in various forms many times. A book dealer on the west coast took the case to Federal District Court and we understand he succeeded in preventing the Postmaster General from destroying this rare volume which is on the shelves of virtually every public library in the country and in thousands of American homes.

We were interested also in learning that various Postmaster Generals in the past, under the so-called Comstock Act of 1873, have banned such books as: Walt Whitman's *Leaves of Grass*, *The Arabian Nights*, Voltaire's *Candide*, Defoe's *Robinson Crusoe*, Stowe's *Uncle Tom's Cabin*, Mark Twain's *Tom Sawyer* and *Huckleberry Finn* and Gibbon's *The Decline and Fall of the Roman Empire*. The Post Office should not go too far on these silly cases. What is obscene to the Postmaster General or one of his assistants may be pure as the mountain snow to another.

This reporter is getting pretty sick of the charity solicitations which include a simulated contribution book containing what purports to be different signatures of donors and the amounts contributed. You are asked to return this valuable contribution book with your own check. If you don't contribute, you are then the recipient of a long series of frantic letters asking you to either return the book or mail a contribution. This stunt may have worked when it was first originated but in our opinion it is deceptive and irritating. It is especially irritating to us because we are on the list (to receive samples) of practically every charitable organiza-

tion in the country. So if there are any readers of *The Reporter* who use this device and who see this item . . . we ask you to please take us off the list.

What's this? A new source of irritation? Received a signed, type-written, personal memo from a publicity house complaining that we had not used the material contained in a publicity release mailed some time before. "Another copy" of the previous release was attached to the memo. No one around here could remember the original release so presume this was simply a stunt to force attention and mention. These smart publicity boys should learn that irritating editors isn't exactly productive.

Whew! Several times in the past, we have given verbal slaps on the wrist to people who were selling a masculine product, such as a pipe, and when renting a list they failed to remove the female names . . . addressing them as "Dear pipe smoker," or something. Now the shoe is on the other foot. A famous women's magazine, which for friendship's sake shall remain nameless, recently rented a list and failed to remove the masculine names. One correspondent of ours, who is extremely masculine, was more than a little irritated when he read how he could be looking "even nicer, better dressed, more assured, vibrant . . . a charming new YOU" after reading the magazine in question. Of course, he was thrilled with the idea of how he could "learn to make his own clothes at home."

Oh, my! In addition to all the trouble we are having with racketeering promoters of non-existent directories . . . American firms are now being solicited from Tangier for listings in a proposed "International Directory of Registered Telegraphic Addresses" . . . and the promoters are using the same old clip-and-paste system, inserting on the order form a tipped-on copy of a listing taken from another directory. Our only advice: Be careful!

GET THE FACTS!

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\$2.00
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And don't forget Horan's
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A lifesaver without its hole would be just another piece of candy. In direct mail, too, the hole in the letter adds a touch of individuality that separates it from other "look-alike" promotions . . . gets attention that means more results.

If direct mail is one of your problems, you'll want to know more about our kind of Sales Letter — with the built-in, pre-addressed reply card (or envelope) attached to the back of the letter. You'll want to see how it has helped leading companies boost responses, lower their cost-per-reply.

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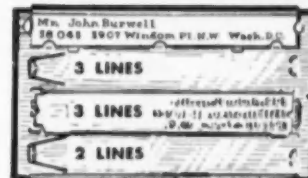
For the sales-advertising director who wants an out-of-the-ordinary direct mail campaign. The "Motto-of-the-Month" is unusual, effective, economical, exclusive—but not for "stuffed shirt" organizations.

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A most unusual opportunity has opened up in a large mid-west city for someone who knows, really knows, list compiling. This "someone" will be working for a company who controls, creates and produces multi-million mailings . . . who has immediate need for long range program of compiling and maintaining a big national list. Send resume to Box 75, The Reporter, Garden City, New York.

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Addressograph ELECTROcote Locktab Frames BB 2200. NEW and in perfect condition. Serves the purpose of Addressograph frames A, B, C, E, F, K, N, O, S. Will take 1, 2, or 3 plates. Packed in original boxes of 100 ea.; \$500 to the case. Usually sell for \$36 per 1000.

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Also for sale: 280,000 J-2000-1 Addressograph frames. Hold two 3 line plates. New and in perfect condition.

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Will entertain offer for entire lot.

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Publishers of 5 International Oil and Gas Trade Journals totaling over 30,000 ABC need right man to fill this important direct mail spot. We want a man who would like to live in the rich Southwest, has the ability to work hard and can see the opportunities with this young publishing team. If you honestly believe you can fill the bill then rush a resume of education, experience, personal background, recent photograph and salary requirements to . . .

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MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway
Detroit 35, Michigan

My Mail Order Day

By Jared Abbeon

It has been said that a fool learns by experience and a wise man learns from the experience of fools. So, my gentle readers, please take your pencils in hand and right now, this minute, note down on a handy piece of paper the numbers of the typewriters and adding machines in your office. Then file this paper where you can find it in an emergency.

I send along this tip as a piece of typical Jared Abbeon hindsight. Seems like I came to work this morning already to type out this column on my good old IBM Electric. So there I was—but the IBM wasn't. Also among the missing were the Royal, the Woodstock, the Remington, and our creaky old adding machine. Funny thing the thieves didn't touch a blessed thing else that we can discover. They opened the desk drawers and hunted through them for cash. As we don't leave any cash on the premises at night, their hunt was fruitless. The specialists ignored such obvious loot as hunting knives, microscopes, pocket knives, and other valuable and portable items in our inventory. Also, they distained my office television set, quarter-inch electric drill set, stove, electric coffee maker, and the thousand and one items we used to make our business hours comfortable and profitable.

Felt like a darn fool when the detectives asked for the numbers of the stolen machines and we had never made a record of the numbers . . . and didn't even know when, where, and from whom we bought 'em. So that is why I say brethren: "Make a note of the numbers." In any case, as the detectives say, "A break is expected any moment." Yes . . . a break in my one typing finger. After that electric typewriter hitting this old Seidel & Naumann von Dresden portable is like pounding rocks.

Which is what I always tell the folks who hire my consulting talents: There is nobody in the business world who can hand you a money-making scheme on a silver platter. All a consultant can do is advise of

pitfalls in the path, based on his experience."

Friend Mary Lou Groves (of the Charles W. Groves Co. 427 Willard Ave., Michigan City, Indiana) sends in a mailing that they recently made telling about their Teacher Lists. Never did realize that there are 763,056 public school teachers in this fair land of ours. Now if you, gentle reader, had a widget that sold for two dollars, and could sell one of them to each school marm . . . Wow! what a market. This brings up the question—with all these educators tearing around loose, where do all the ignorant blokes come from who clutter up every mail order house's daily influx of letters with illiterate, unintelligible, unreadable, ignorant screeds of pure nonsense?

Incidentally, Missy Mary Lou, I agree that Henry Hoke is an old meanie to keep my identity from you. But on my last visit to his office there was a man in the waiting room with a horse pistol waiting for his turn . . . after the man with the buggy whip got finished "reasoning" with the editorial board.

Friend L. W. Church out in L. A. Town sends in one of those P.I. radio deals. (Purports to tell you the secrets of how to get "Free" advertising on the radio.) He wonders how many fall for the line this P.I. fellow offers. Well, I had thought that this particular foul ball had about played itself out; but I guess it will go on and on forever. Knew a M.O. dealer who used to work this deal, but gave it up years ago. Now he is a respected and ultra-respectable citizen. Sold the "secret" when it was still a workable plan. I whistled when I found out how many thousand dollars he cleared on it.

Friend Marvic, 361 Manhattan Ave., Brooklyn 22, N. Y. sends in their price list of special letterheads and flash postcards. What I like

about this 12-page booklet is that they have brought their quantities down as low as 100 of each. The chum who wants to add color to his mailings can do so for prices starting at \$1.10 without reaching down into his sock for a bundle of loot to purchase reams of printed matter he has no use for.

See by the mail that these phoney award ideas are spreading. Latest is a series of free grease jobs for a nominal fee that seems to cover the mailing costs more or less. Pretty crude but it looks effective . . . and offhand, I can't see where anybody gets hurt. The only point I don't like is that the grease jobs are given to "lucky individuals", supposedly . . . but actually are sent to every Tom, Dick and Harry on a mighty long list.

Touching handwritten charity appeal for merchandise. Maybe the cause is good—maybe not. I can't tell the genuine from the false. Anyway, the handwriting makes it effective—but—my address on the envelope is from a code list that they picked up.

Note to the Parker Publishing Company: That little gag of disguising an order blank as a correction of mailing list form is (to say the least) very poor business taste in my opinion.

Well, here we are at the end of the column. Each month when I finish this labor of love I start hoarding items against deadline date for the next month. This month I quit with at least half the stuff in the basket left unwritten. Oh well, next month is another column and maybe I'll have space for the human fly who puts his name and address (with a completely misleading set of vital statistics) into matrimonial papers and magazines so that friendship-seeking ladies will write to him, and he can gloat over their offers. Unfortunately, he isn't out to defraud . . . just likes to get mail of this type. It inflates his miserable ego. Little does he know that one of the "ladies" who helps fill his mailbox is actually sitting in a Government office building. One of these days "Mail Order Romeo" is going to step one inch over the line—just one little inch—that's all.

Rates \$1.25 per line (75c Situation Wanted) Minimum 4 lines

CLASSIFIED ADVERTISING

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ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N.Y. LE 2-4751. Est. 1923.

START A MAIL ORDER BUSINESS! FREE Consultation! Request "GF Letter" #6.
GEORGE FELDMAN, INC. Advtg.
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Choose from more than 10,000 black and white drawings. Just clip and paste. Costs pennies—that's all. Write for actual sample "CLIP BOOK" and full details. Harry Volk JR. Pleasantville 24, N. J.

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Used Pitney-Bowes Postage Meter Model 4200. \$150. Can be seen by appointment. Write Box 74, The Reporter, Garden City, N. Y.

Two #76660 gray steel Remington Rand double Multi-sort Tables, 66"x26" with four #7760 Ball Bearing carriages, 250 divisions each, little used; sacrifice; New York Tbc & Health Assn., Inc., 386 Fourth Avenue, New York 16, N. Y.

Pitney-Bowes mailing machine, automatic sealing, with stand. About 10 years old, but in good working condition, \$75. 1000 Lok-Tab addressograph plates & frames, No. 100E-2200, \$15 for all. Prices f.o.b. Kalamazoo, Mich. Write or see Kalamazoo Letter Service, 914 S. Westnedge, Kalamazoo, Mich.

HELP WANTED

COPYWRITER

Wanted—an experienced direct mail and/or mail order space copywriter for direct mail consulting organization and advertising agency in NYC. This is a key opening in a rapidly expanding firm and pays up to \$10,000. It is a strictly creative spot (not administrative). Background in direct mail magazine circulation promotion, service selling, membership drives and/or mail order space advertising desirable. Write details, Box 73, The Reporter, Garden City, N. Y.

LISTS

CANADA'S BEST MAILING LIST

250,000 live names on Elliott stencils
Call your list broker—TODAY
or Tobe's, Niagara on the Lake, Canada

MAILING LISTS

NEWLY PROMOTED EXECUTIVES—18,000 men just promoted from one job to a better one. All middle management group. Compiled from house organs which report all company promotions. 2,000 added monthly. A small list—but a good one. \$15 per M. Stencils. Your broker, or Gebbie Press, 19 E. 48th, N. Y. C. MU 8-5258.

FREE MAILING LISTS

Constantly Corrected
Guaranteed 100% Accurate
Retailers - Wholesalers - Manufacturers
Banks - Churches - Institutions
and 350 other lists to choose from.
We charge only for addressing
(usually completed within 3 days)

SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.
STILLWELL 4-5922

SITUATION WANTED

Statistician, Advertising analyst (Sales, Expenses, Agents Activities, Costs and Results)
Box 72, The Reporter, Garden City, N. Y.

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Save with FOTO-FONTS. Unit cost per font only 20¢! Easy to set and align—sharpest reproduction. Free samples and details. A.A. Archbold, Publisher, Box 20740-K, Los Angeles 6, Calif.

JUST OFF THE PRESS!

"HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL"

. . . a 112-page analysis and outline for industrial direct mail planning and execution. Offers advice from more than 70 experts in the field. Presents a detailed outline of 6 important phases to help you formulate a workable plan, build a successful industrial direct mail program. Send \$3.00 for your copy now, to:

The Reporter of DM Adv., Garden City, N. Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

ACETATE SHEET PROTECTORS

A. G. Bordes Co., Inc. 437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)

ADDRESSING

Active Equipment Supply 47-31 35 St., Long Island City 1, N. Y. (RA 9-9030)
Address-O-Rite Stencil & Mach. Co., Inc. W. 23 St., N.Y.C. 10 (OR 5-3240)
Creative Mailing Service, Inc. 460 N. Main, Freeport, N. Y. (FR 9-2431)

ADDRESSING MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)
Elliott Adm. Machine Co. 155A Albany St., Cambridge 39, Mass. (TR 6-2020)
Mailers' Equipment Co. 40 W. 15th St., N. Y. 11, N. Y. (CH 3-3442)
Saver & Wallingford 143 W. Broadway, N. Y. 13, N. Y. (WO 4-0820)

ADDRESSING — TRADE

Beimar Typing Service 91-71 111th St., Richmond Hill 8, N. Y. (VI 6-5322)
Shippins Typing Service 68-11 Roosevelt Ave., Woodside, N. Y. (HI 6-2730)

ADVERTISING AGENCIES

"American Direct Mail" 1113-19 Venice Blvd., Los Angeles 15, Calif. (DU 8-1305)
Martin Ad Agency (Dir. Sell, Mail Ord.) 15 PA E. 40, N.Y.C. 16 (LE 2-4751)
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

ADVERTISING ART

A. A. Archibald, Publisher P. O. Box 20740, Los Angeles 6, Calif. (RI 9-9062)
Raymond Lufkin 116 West Clinton Ave., Tenafly, N. J. (EN 3-4860)
Trapkus Art Studio (Small Ads) 349 10th St., Moline, Ill.

ADVERTISING BOOK MATCHES

Match Corp. of America 3433-43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)
Universal Match Corp. 1501 Locust St., St. Louis 3, Mo. (CH 1-3230)

ADVERTISING SPECIALTIES

Geo. McWeeney Co., 87, 614 Campbell Av., W. Haven, Conn. (WE 4-3411)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
Globe Organization, Inc. 480 Lexington Ave., N.Y.C. 17 (PL 3-7938)
Hudson Fulton Mailing Service 25 West Broadway, N.Y.C. 7 (CO 4-6171)

AUTOMATIC TYPEWRITING

Ambassador Letter Serv. Co. 11 Stone St., N. Y. 4, N. Y. (BO 9-0607)
Margaret Mitchell 11 Darina Pl., Milford, Conn. (MI 2-5800)

BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 28, N.Y.C. 1 (MU 9-8585)
Reporter of Direct Mail 224 7th, Garden City, N. Y.
Cordially Yours \$5.00
Dogs That Climb Trees 1.00
How To Get The Right Start in Direct Advertising 1.50
How To Think About Direct Mail 1.00
How To Think About Letters 1.00
How To Think About Readership of Direct Mail 1.00
How Direct Mail Solves Management Problems 1.00
How To Think About Showmanship in Direct Mail 1.00
How To Think About Mail Order 1.00
How To Think About Production and Mailing 1.00
The Plain Jane of Direct Mail .50
How To Think About Industrial Direct Mail 3.00

BUSINESS BRIEFS

Wetmore & Co. 1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)

BUSINESS CARD SERVICE

R. O. H. Hill, Inc. 270 Lafayette St., N. Y. 12, N. Y. (CA 6-6340)

CATALOG PLANNING

Catalog Planning Co. 101 W. 55th St., N. Y. 19, N. Y. (PL 7-1967)
George F. McKiernan & Co. 1056 W. Van Buren St., Chi. 7, Ill. (TA 9-2424)

CHRISTMAS STATIONERY

The Newbern Company 207 W. Main St., Arlington, Texas (AR 5-2207)

CO-OP CARD — COUPON MAILINGS

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

COPYWRITERS (Free Lance)

Leo P. Bott, Jr. 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)
Edward W. Osann 175-35 88th Ave., Jamaica 32, N. Y. (RE 9-2244)
Orville E. Reed 106 N. State St., Howell, Mich. (Tel: 65)
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)
Franklin C. Wertheim 179-15 Jamaica Ave., Jamaica 32, N. Y. (AX 7-1200)
John Yeargain 442 East 20th St., N. Y. 9, N. Y. (OR 7-4533)

DIRECT MAIL AGENCIES

American Mail Adv., Inc. 610 Newbury St., Boston 15, Mass. (CO 6-7540)
Homer J. Buckley 108 N. State St., Chi. 2, Ill. (ST 2-5336)
The Buckley Organization, Lincoln-Liberty Bldg., Phila. 7, Pa. (RI 6-0180)
Chase & Richardson, Inc. 9 E. 45th St., N.Y.C. 17 (MU 2-6285)
Dickie-Raymond, Inc. 470 Atlantic Ave., Boston 10, Mass. (HA 4-3360)
Dickie-Raymond, Inc. 225 Park Ave., N. Y. 17, N. Y. (MU 4-3610)
Direct Mail Services 175 Luckin St., N. W. Atlanta 3, Ga. (CY 3398)
Duffy & Assoc., Inc. 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)
General Office Service, Inc. 527 6 St., N.W., Washington 1, D. C. (NA 8-5348)
Frederick E. Gymer 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)
Harrison Services, Inc. 341 Madison Ave., N. Y. 17, N. Y. (MU 9-1630)
Hickey-Murphy Div. of James Gray, Inc. 216 E. 45 St., N.Y.C. 17 (MU 2-9000)
Proper Press, Inc. 129 Lafayette St., N. Y. 13, N. Y. (CA 4-4757)
R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)
Reply-O Products Co. 7 Central Park W., N. Y. 23, N. Y. (CI 5-8118)
Sales Letters, Inc. 148 W. 23rd St., N. Y. 11, N. Y. (WA 9-8281)
Sande Rocke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)
The Smith Company 67 Beale St., San Francisco, Cal. (SU 1-6564)
John A. Smith & Staff 11 Beacon St., Boston 8, Mass. (LA 3-6545)

DIRECT MAIL CONSULTANT

Lawrence Lewis & Assoc. 175 5th Ave., N. Y. 10, N. Y. (OR 7-6888)

DIRECT MAIL EQUIPMENT

American Auto Typewriter Co., 2323 N. Pulaski R., Chicago 39, Ill. (EV 5151)
B. M. Bunn Co. 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)
Corbin Wood Products Hornell, N. Y.
Felins Typing Machine Co. 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)
Inserting & Mailing Machines Co. Phillipsburg, N. J. (PH 5-1441)
National Enterprises 2001 K St., N.W., Washington 6, D. C. (NA 8-0330)
National Bundle Tyer Co. Blissfield, Michigan (BL 162)
Scriptomatic, Inc. 310 N. 11th St., Phila. 7, Pa. (WA 2-4213)
Seal-O-Matic Machine Mfg. Co. So. Hackensack, N. J. (HU 7-1490)

DIRECT MAIL SUPPLIES

Fragrance Process Co. 73 Sullivan St., N. Y. 12, N. Y. (MO 3-1582)

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. 44 W. 23 St., N.Y.C. 10 (OR 5-3240)
Clear Cut Duplicating Co. 149 Broadway, N. Y. 6, N. Y. (WO 4-4457)
Creative Mailing Service 460 N. Main St., Freeport, N. Y. (FR 8-4830)

ENVELOPES

American Envelope Mfg. Corp. 40 Beekman St., N. Y. 38, N. Y. (CA 6-7152)
The American Paper Products Co. East Liverpool, O. (FU 5-4240)
Atlanta Envelope Co. 1700 Northside Dr., Atlanta 1, Ga. (EL 3686)
Berlin & Jones Co., Inc. 601 W. 26th St., N. Y. C. 1 (WA 4-4400)
The Boston Envelope Co. 397 High St., Dedham, Mass. (FA 5-6700)
The Century Envelope Co. 501 Park Ave., Minneapolis 15, Minn. (GE 3663)
The Clasp Envelope Co., Inc. 98 Bleeker St., N. Y. 12, N. Y. (SP 7-0351)
Columbia Envelope Co. 2015 N. Hawthorne, Melrose Park, Ill. (ES 8-6214)
Samuel Cupples Envelope Co. 360 Furman St., Brooklyn 2, N. Y. (TR 5-6285)
Cupples-Hesse Corp. 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3700)
Curtiss 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Tulier Envelope Co. 2139 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Gaw O'Hara Envelope Co. 500 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co. 55-33rd St., Brooklyn 32, N. Y. (ST 8-2900)
Heco Envelope Co. 4500 Cortland St., Chi. 39, Ill. (CA 2-2400)
Rochester Envelope Co. 72 Clarissa St., Rochester 14, N. Y. (HA 2404)
The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)
Tension Envelope Corp. 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)
Tension Envelope Corp. 522 Fifth Ave., N. Y. 36, N. Y. (MU 2-4644)
Transo Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6914)
Transo Envelope Co. 22 Monitor St., Jersey City, N. J. (HE 4-1587)
United States Envelope Co. Springfield 2, Mass. (RE 6-7211)
United States Envelope Co. 217 Broadway, N. Y. 6, N. Y. (BA 5-7000)
The Wolf Envelope Co. 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)
Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du Plex Envelope Corp. 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1300)
Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
The Sawdon Co. 480 Lexington Ave., N. Y. 17, N. Y. (PL 5-2516)
Tension Envelope Co. 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)

FOREIGN MAILINGS

Sande Rocke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

FOREIGN POSTAGE

Foreign Postage Service 6 Lahey St., New Hyde Park, N. Y. (FL 2-2915)

FUND RAISING

William M. Proff Associates 27 Washington Pl., E. Orange, N. J. (OR 3-2233)

HOUSE ORGANS (SYNDICATED)

Susser Letter Service 70-01 Queens Blvd., Woodside 77, N. Y. (NE 9-7500)

IMPRINTERS — SALES LITERATURE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
L. P. MacAdams Co. 301 John St., Bridgeport 3, Conn. (ED 4-2167)

INSERTING SERVICE — AUTOMATIC MACHINE

Bonded Nationwide 977 McDonald Ave., Brooklyn 30, N. Y. (JU 3-1143)
Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)

INVISIBLE INK POSTCARDS

Morley W. Jennings East Orange, N. J. (OR 4-8308)

LABEL PASTERS

Pordevin Machine Co. 200 North St., Teterboro, N. J. (HA 8-1941)

LABELS

Dennison Mfg. Co. Framingham, Mass. (TR 3-3511)
Penny Label Co. 9 Murray St., N. Y. 7, N. Y. (BA 7-7771)
Tompkins Label Co. 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 19, N. Y. (JU 2-2186)
A. August Tiger 545 Fifth Ave., N. Y. 17, N. Y. (MU 5-9552)

LETTERHEADS

Brunner Printing Co., Inc. 190 Jefferson Ave., Memphis, Tenn. (Tel: 8-5126)
Harper Engraving & Printing Co. 283 E. Spring, Columbus 15, O. (AD 5057)
B. O. H. Hill Inc. 270 R. Lafayette St., N. Y. 12, N. Y. (CA 6-6340)
Peerless Lithographing Co. 4313 Diversity Ave., Chi. 39, Ill. (SP 2-7000)

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates Inc. 1627 Penn Ave., Pittsburgh 22, Pa. (AT 1-6144)
Advertisers Mailing Serv., Inc. 45 W. 18th St., N. Y. 1, N. Y. (AL 5-4500)
Advertising Letter Service 2930 Jefferson Ave., Detroit 7, Mich. (LO 7-9535)
Atlas Letter Service 524 S. Spring St., Los Angeles 13, Cal. (VA 2502)
Benart Mail Sales Serv., Inc. 228 E. 45th St., N. Y. 17, N. Y. (MU 7-8830)
Cardinal Direct Mail Corp. 2 Broadway, N. Y. 4, N. Y. (WH 4-3722)
Century Letter Co., Inc. 48 E. 21st St., N. Y. 10, N. Y. (AL 4-8301)
Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
Mary Ellen Clancy Co. 250 Park Ave., N. Y. 17, N. Y. (PL 9-1520)
Cleveland Letter Serv., Inc. 740 W. Superior, Cleveland 13, O. (SU 1-8300)
Connolly Organization, Inc. 1010 Arch St., Phila. 7, Pa. (MA 7-8133)
Elite Letter Co., Inc. 11 W. 32nd St., N. Y. 1, N. Y. (PE 6-1462)

Fulfillment Corp. of America 381 W. Center St., Marion, O. (Tel: 2-1187)
 General Office Serv. Inc. 527 8th St., N. W. Washington 1, D. C. (NA 8-5348)
 Inserting & Mailing Corp. 2 Broadway, N. Y. 4, N. Y. (WH 4-3722)
 Krupp's Adv. Mailing Serv. 228 S. Los Angeles St., L. A. 12, Cal. (MI 8753)
 The Letter Shop 67 Beale St., San Francisco, Cal. (SU 1-6564)
 Lincoln Letter Service Co. 326 Broadway, N. Y. 7, N. Y. (BA 7-5770)
 Mailways 200 Adelaide St. W., Toronto, Ont., Canada (WA 1808)
 Premier Printing & Letter Serv. 620 Texas Ave., Houston 2, Tex. (PR 4145)
 Roskam Advertising (Mail Order) 4 W. 10th Kansas City, Mo. (HA 6469)
 The Rylander Co. 216 W. Jackson Blvd., Chi. 6, Ill. (FR 2-5953)
 The St. John Assoc., Inc. 75 W. 45th St., N. Y. 36, N. Y. (JU 2-3344)
 Union County Business Bureau Westfield, N. J. (WE 2-5614)
 Woodington Mail Advertising Serv. 1304 Arch St., Phila. 7, Pa. (RI 6-1840)

MAILING LISTS — BROKERS

*Archer Mailing List Serv. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 *George R. Bryant Co. 595 Madison Ave., N. Y., N. Y. (MU 8-2651)
 *George R. Bryant Co. 75 E. Wacker Dr., Chi. 1, Ill. (ST 2-3686)
 The Coolidge Co. 6 East 23rd St., N.Y.C. 10 (AT 4-7480)
 Dependable Mailing List, Inc. 381 4th Ave., N.Y.C. 16 (MU 4-4991)
 *Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
 *Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 *Guild Co. 160 Engle St., Englewood, N. J. (BR 9-0461)
 *Lewis Kleid Co. 25 W. 45th St., N. Y. 36, N. Y. (JU 2-0830)
 *Willia Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (OR 7-4747)
 *Mostly Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)
 *Names Unlimited Inc. 352 4th Ave., N. Y. 10, N. Y. (MU 6-2454)
 *D. L. Natwick Co. 136 W. 52nd St., N.Y.C. 19 (CO 5-8616)
 Planned Circulation 19 West 44th St., N. Y., N. Y. (MU 7-4158)
 Roskam Advertising (Mail Order) 1430 Grand Kansas City 6, Mo. (HA 6469)
 Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)
 *James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)

* Members — National Council of Mailing List Brokers

MAILING LIST — COMPILERS & OWNERS

Active Equipment Supply 47-31 35 St., Long Island City 1, N. Y. (RA 9-9030)
 Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7573)
 Allison Mailing Lists 400 Madison Ave., N. Y. 17, N. Y. (MU 8-6500)
 Associated Advertising Serv. 613 Willow St., Port Huron, Mich. (Tel: 7773)
 Bodine's of Baltimore 444 E. Belvedere Ave., Baltimore 12, Md. (IO 5-8900)
 Bookbuyers Lists 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)
 Boyd's City Dispatch 120 E. 23rd St., N. Y. 10, N. Y. (GR 5-4600)
 Buckley-Dement 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
 Catholic Laity Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)
 Creative Mailing Service 460 N. Main St., Freeport, N. Y. (FR 8-4830)
 Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 3-7290)
 Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (PL 3-0833)
 Eli Kogos Webster, Mass. (WE 2780)
 E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)
 Fritz S. Hoffheimer 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
 Industrial List Bureau Webster, Mass. (WE 2780)
 Indus. Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)
 The Walter S. Kraus Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)
 Jewish Statistical Bureau 320 Broadway, N. Y. 7, N. Y. (BE 3-4239)
 Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)
 Ministry Engineering Co. 8500 - 12th St., Detroit 6, Mich. (TR 4-0929)
 Official Catholic Directory 12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)
 Palmer Lists 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)
 R. L. Polk & Co. 50 East 42nd Street, N. Y., N. Y. (MU 5-5311)
 Select List Co. (SW Prog.) 6238 Wilshire Blv., Los Angeles 48, Cal. (WE 3-9168)
 Zeller and Letica, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

MAIL ORDER CONSULTANT

Whitt Northmore Schultz 1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

MAIL ORDER CONSUMER PUBLICATIONS

Equire, Inc. 488 Madison Ave., N. Y. 22, N. Y. (PL 9-3232)

MATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 0092)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells St., Chi. 6, Ill. (ST 7800)
 Mack Type Co., Inc. 55 Fulton St., N.Y.C. 7 (BE 3-1487)

MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

PACKAGING

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
 Pack-It (also Mail-It) 7 Brown St., Newark 5, N. J. (MI 2-7575)

PAPER MANUFACTURERS

Appleton Coated Paper Co. 1250 N. Meade St., Appleton, Wis. (41454)
 Eastern Corporation Bangor, Maine (Tel: 8221)
 W. C. Hamilton & Sons Miquon, Pa. (IV 3-1160)
 Hammermill Paper Co. Erie, Pa. (Tel: 4-7101)
 International Paper Co. 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)
 The Mead Corp. 819 Public Ledger Bldg., Phila. 6, Pa. (WA 2-5441)
 Millers Falls Paper Co. Millers Falls, Mass. (OL 9-3331)
 Neenah Paper Co. Neenah, Wis. (Tel: 2-1521)
 Nekoosa-Edwards Paper Co. Port Edwards, Wis. (Tel: 3111)
 Peninsular Paper Co. Ypsilanti, Mich. (Tel: 62)
 Rex Paper Co. Kalamazoo 99, Mich. (Tel: 2-0151)
 Rising Paper Co. Housatonic, Mass. (HO 47)

PARCEL POST MAILING BOXES

Corrugated Paper Products Inc. 2235 Ullica Ave., Bklyn. 34, N. Y. (ES 7-612)

PERSONALIZED GIANT GRAMS

Sande Rocks & Co., Inc. 97 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8585)
 Nassau Photo Engraving Co. 254 W. 31st St., N. Y. C. (PE 6-0817)

PHOTOS IN QUANTITY

Multon Studio P. O. Box 1941, Bridgeport 1, Conn. (Tel: 5-3077)

PHOTO REPORTING

Sickles Photo-Reporting Serv. 38 Park Pl., Newark, N. J. (MA 2-3966)

POSTAL INFORMATION

Postal Digest Co. 448 W. Sunrise Highway, Valley Stream, N. Y. (VA 5-0309)

POST CARDS

The Carr Organization 1319 N. 3rd St., Milwaukee 12, Wis. (RR 6-4246)

PRINTERS — LETTERPRESS

The Davenport Press, Inc. Main St., Mineola, N. Y. (PI 4-0505)
 George F. McKiernan & Co. 1056 W. Van Buren, Chi. 7, Ill. (TA 2-2424)

PRINTING — OFFSET LITHOGRAPHY

Ardlee Service, Inc. 28 W. 23rd St., N. Y. 10, N. Y. (OR 5-0300)
 H. S. Crocker Co. San Bruno, California
 Peerless Lithographing Co. 4313 Diversey, Chi. 39, Ill. (SP 2-7000)
 Sande Rocks & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Paradise Printers Paradise, Pa. (ST 5131)
 Printcraft Press, Inc. 229 W. 28th St., N. Y. 1, N. Y. (LO 4-7430)

PUBLIC RELATIONS CONSULTANT

Whitt Northmore Schultz 1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order) 15 PB E 40, N. Y. C. 16 (LE 2-4751)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-4906)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
 Globe Mail Agency, Inc. 148 W. 23rd St., N.Y.C. 11 (OR 5-4600)
 Globe Organization, Inc. 480 Lexington Ave., N. Y. 17, N. Y. (PL 3-7938)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 812 Huron Rd., Cleveland 15, O. (MA 1-6450)

TRADE ASSOCIATIONS

Advertising Trades Institute, Inc. 270 Park Ave., N.Y.C. 17 (MU 8-0091)
 Direct Mail Advertising Assn. 381 4th Ave., N. Y. 16, N. Y. (MU 3-1682)
 Mail Adv. Service Assn. 18120 James Couzens, Detroit 35, Mich. (UN 4-3545)

VARITYPE EQUIPMENT

Zenith Typewriter & Adding Mach. Co. 34 E. 22nd St., N. Y. C. 10 (SP 7-4930)

VARITYPERS AND TYPE FONTS

The Adamm Co. 656 Broadway, N. Y. 12, N. Y. (AL 4-3230)

August 1st

... Closing date for The Reporter's Annual DMAA Convention Issue ... to be mailed September 1st
 ... before Convention begins September 12th, 13th, 14th at The Morrison in Chicago. Convention
 Issues will be on hand at registration desk during Conference. Reserve space now, please. Regular rates*
 apply. This will be our September Issue ... containing another of our famous Reporter feature round-up.

* RATES: Full Page \$225 • Two Thirds Page \$190 • One Half Page \$150 • One Third Page \$110 • One Sixth Page \$60

Short Notes CONTINUED

(Continued from page 14)

Homer J. Buckley, "Direct Mail—A Look Ahead" by John B. Mannion, and "The Right Time For Mailings" by Boyce Morgan (condensed from Boyce's original article in the March, 1955, *Reporter* titled "A New Method For Analyzing Results"). You can get a copy of the June *Digest* by sending 25¢ to the above address.



□ **AND THE SUBJECT OF MAIL ORDER** is given a fine treatment in the June issue of *Success Unlimited*, pocket-sized inspirational magazine. Career editor Henry F. Alderfer's five-page report titled "You Can Start A Mail Order Business" is an honest evaluation of the field. Although his piece is sprinkled with examples of fabulous success (Sears, Roebuck, Montgomery Ward, etc.), it also pulls no punches in presenting a few of the many pitfalls to be expected when establishing a mail order business. Alderfer's advice: "There is no magic formula . . . Don't spend a dime until you've got everything well thought out and planned on paper. Get organized. Become familiar with the field, with postal regulations—get to know your Postmaster . . ." You can get the June issue of *Success Unlimited* by sending 25¢ to 5316 Sheridan Rd., Chicago 40, Ill.



□ **WHAT NEXT?** Seems like "air mail" has another definition with which most of us are not familiar. "Air Mail" is a term used by the Department of Sanitation in New York City to describe garbage that is heaved out of the window. It is a very serious problem in certain sections and James M. Vicary, consumer research analyst, has been conducting a survey to find out what can be done to bring about its discontinuance.



□ **AMERICAN MAIL ADVERTISING**, 610 Newbury St., Boston, Mass., is another firm using the newsletter format. They've started an informal newsletter called *Keynotes* . . . with first two weekly issues devoted to a Cooks Tour in print of AMA Creative, Printing, Automatic Typing, Mailing and Syndicated Services Divisions. IBM Executive type, offset with halftone

photos and line cartoon spots make the handsome new three-pager easy to take.



□ **IF YOU WANT TO SEE** some really beautiful catalog printing and display, write to Cooley's Gardens, Silverton, Oregon, and ask them for a copy of their *Iris For 1955* catalog. It's filled with dazzling full-color photos of iris plants of all descriptions. Layout and copy are fine, too. But the big attraction is the top-flight printing job by A. B. Morse Co., St. Joseph, Mo. . . . hard to beat, anywhere.



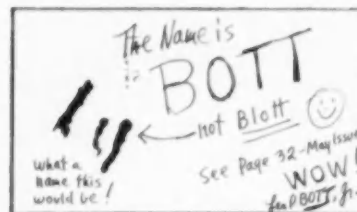
□ **"KEYED COPY"** takes on another meaning with this new gimmick idea from the Euclid Manufacturing Co., Euclid, Ohio. Euclid sells miscut keys in volume at a fraction of regular key prices. The actual keys tie in well with messages such as "Your Key To



Better Profits", etc. Can be used a number of ways . . . including "Treasure Chest" contest promotions. The company will send you a sample and prices if you write to them at 1130 E. 222nd St., Euclid 17, Ohio.



□ **THE HUNDRED MILLION CLUB** of New York held annual election at the June (last of the spring season) meeting. Al Buchanan (Crowell-Collier Publishing) was tapped for the top spot as president, succeeding Paul Murtaugh, Jr. As first vice president, Red Dembner (*Newsweek*) will also be program chairman. Two other vice presidents are: Helen Buckley (Parents') and Russel Rose (*Christian Herald*). As treasurer, the club selected somebody who just can't go broke . . . Sallie Weir of Around-the-World Shoppers Club. Muriel Gilmore (Mailings, Inc.) remains as perennial secretary. Meetings will resume in September . . . usually the first or second Thursday of the month at the Dorset Hotel.



□ **THE ILLUSTRATION ABOVE**, reproduced from a 2c postal card addressed to: The "HOAX" at *The Reporter* . . . tells the story. Damn these typographical errors!



□ **SEE BY THE PAPERS** that our old friend, Bert Barnes, house magazine editor (*The Pick-Up* of United Parcel Service) won a top \$500 prize in a contest sponsored by the New Haven Railroad. (All New England winter photo contest.) A color photo of a Vermont farm landscape. Picture taking is a natural hobby of many direct mail people, including this reporter.



□ **WHAT A PROMOTION JOB** the Advertising Assn. of the West did for their big Portland, Oregon convention on June 26-29! A.A.W. got the *Oregon Daily Journal* to replate the front page of their May 13 issue . . . with the whole front page devoted to A.A.W. convention promotion. Banner headline announced: EYES OF NATION TO FOCUS ON PORTLAND JUNE 26-29. It was a sensational spread with stories, pictures, and highlights promoting the confab. A.A.W. mailed members the regular, two-section issue of the *Journal* for that day with their eye-stopping, page-one promotion . . . containing a registration coupon. It must have really pulled 'em in, because we hear the convention itself was a knockout . . . jammed with delegates from all over the west.



□ **IF YOUR VACATION PLANS** include traveling through Virginia, be sure and stop at Colonial Williamsburg. It's a historical recreation spot no one should miss. If you want to see what it's like before you go, write to Colonial Williamsburg, Inc., Williamsburg, Va. and ask them for a copy of the magnificent booklet they give to visitors as a keepsake. Printed by The Lakeside Press, 350 E. 22nd St., Chicago 16, Ill., it's a 48-page booklet masterpiece . . . containing 68 full-color photos of Williamsburg during the spring, summer, fall and winter.

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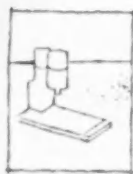
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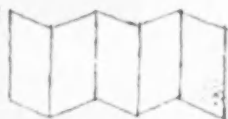
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